



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING**

8:00 A.M. July 16, 2020

VIA TELECONFERENCE

uberconference.com/room/rustonlincolncvb

NUMBER (720) 835-5368, PIN 90128

Minutes

Members Present:

Andy Durrett, Chair
Josh Perot, Vice Chair
Marc Newman, Treasurer
Staci Faulkner
Claire Givens
Paul Kabbes
Jeff Parker
Bradley Walker

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Marketing Director

Members Absent:

Matt Pullin

Call to Order

Mr. Durrett called the meeting to order at 8:07 a.m.

Invocation

Mr. Parker presented the invocation.

Review of Mission Statement

Ms. Faulkner presented the mission statement.

Approval of Agenda

Action Item #1: Ms. Faulkner made a motion to approve the agenda. Mr. Perot seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

Action Item #2: Mr. Parker made a motion to approve the minutes from the previous meeting. Mr. Newman seconded. All present said aye. Motion passed unanimously.

Public Comments

None

President/CEO's Report

Ms. Carrier introduced Tori Davis, the new Marketing Director for the CVB. Ms. Davis shared her appreciation for the opportunity and enthusiasm to begin work in the role. Ms. Carrier reported that the lodging tax was down 60% for May and 41% for the year with June looking to be down about 35%. Ms. Carrier announced that HB 292 was passed and signed by the Governor and became Act 184, allowing short-term rentals to be included in occupancy tax. The CVB will continue to work closely with Denise Griggs in the Lincoln Parish Sales Tax Office to help identify short-term rental properties who should be reporting and paying occupancy tax. Ms. Carrier also shared that the Lt. Governor's Travel Summit is tentatively still on for August 18-20 in Lake Charles. The CVB held a hotel/motel partners meeting on July 15 with special speaker Jay Ellington from the Ruston Sports Complex. Mayor Walker and Economic Development Administrator Ray Watson were also present for the meeting, which was held both in person and via Zoom. Hoteliers were very engaged in the meeting and had a productive dialogue with City staff about booking processes and future plans for the complex.

Action Item #3: Mr. Walker made a motion to approve the President's Report. Ms. Givens seconded. All present said aye. Motion passed unanimously.

Sales and Marketing Report

Ms. Carrier shared that the bid has been submitted for the 21-22 NAIA Championship. She also reported that website traffic for June was down 29%, which was less of a decrease than expected considering Peach Festival is usually a major driver of website visits in June. Lincoln Parish Park, RV sites, and the "Where to get Peaches" blog have been top content. Ms. Davis reported that while she is still getting acclimated in the position, she is eager to get started on a staycation campaign, which will echo the state's existing staycation campaign, as well the development of itineraries and additional content focused on outdoor offerings. She is also combing through Louisiana Travel's website to make sure that Ruston is being well represented in staycation itineraries and other content areas.

Action Item #4: Mr. Newman made a motion to approve the Sales & Marketing Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Newman gave the financial report for June. Expenses exceeded Revenues for the month. Expenses exceeded Revenues for the year.

Action Item #5: Mr. Parker made a motion to approve the treasurer's report. Mr. Walker seconded. All present said aye. Motion passed unanimously

Chairman's Report

Mr. Durrett mentioned that the Mayor's Office contacted him to set up a meeting for July 17. He anticipates this is regarding the CVB and City's partnership on the Ruston Sports Complex. He reminded everyone about the recent mandatory mask order and bar closure and noted that while these are challenging times, it is temporary.

Action Item #6: Mr. Walker made a motion to approve the President's Report. Mr. Newman seconded. All present said aye. Motion passed unanimously

Meeting was adjourned at 8:31 a.m.