



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. June 22, 2023  
2111 NORTH TRENTON  
RUSTON, LA**

**Minutes**

**Members Present:**

Rob Owens, Chair  
Matt Pullin, Vice Chair  
Chris Wyatt, Treasurer  
Tim Padgett  
Staci Faulkner

**Members Absent:**

Jeff McGehee  
Andy Durrett  
Adarian Williams

**Staff Present:**

Amanda Carrier, President & CEO  
Emily Stogner, Marketing & Communications Director

**Call to Order**

Mr. Owens called the meeting to order at 8:06 a.m.

**Invocation**

Mr. Wyatt 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. Pullin seconded. All present said aye. Motion passed unanimously.**

**Approval of Minutes**

**Action Item #2: Mr. Padgett made a motion to approve the minutes from the May meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

**Public Comment**

None

### **President/CEO's Report**

Ms. Carrier reported that lodging tax was down 13.4% for April; up 1.75% for the year. Ms. Carrier informed the board that Josh Perot has officially resigned from the board following his recent relocation. Ms. Carrier reported on the preliminary numbers for the Louisiana Peach Festival. Downtown Ruston saw approximately 25,000 people on June 3.

**Action Item #4: Mr. Wyatt made a motion to approve the President's Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

### **Sales & Marketing Report**

Ms. Stogner reported an average increase in social media engagement across all channels due to the Peach Festival. She reported an increase in website and blog traffic due to the number of events beginning to take place in the area, including the Peach Festival. Current ads and marketing efforts revolve around planning vacations and meetings in Lincoln Parish and the Peach Festival.

**Action Item #6: Mr. Padgett made a motion to approve the Sales & Marketing Report. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

### **Treasurer's Report**

Mr. Wyatt presented the Treasurer's report. Expenses exceeded revenues for the month; revenues exceeded expenses for the year.

**Action Item #8: Mr. Pullin made a motion to approve the Treasurer's Report. Ms. Faulkner seconded. All present said aye. Motion passed unanimously.**

### **Chairman's Report**

None

### **Partner Updates**

Mr. Owens discussed the conversations with restaurants surrounding the Dixie Youth World Series – hosted by Ruston at the end of July. Decisions will be made closer to date on how best to serve the teams and families visiting so as not to overwhelm the hospitality industry in the area during those weeks.

**Meeting was adjourned at 8:36 a.m.**