RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. APRIL 4, 2024
LINCOLN PARISH PARK
211 PARISH PARK ROAD
RUSTON, LA

Minutes

Members Present:
Matt Pullin, Chair
Chris Wyatt, Vice Chair
Staci Faulkner
Brandon Logan
Eric McCulloch
Jeff McGehee
Rob Owens

Members Absent:
Brandon Norris, Treasurer
Gerald Jordan

Staff Present:
Amanda Carrier, President & CEO
Tori Davis, Director of Marketing & Communications

Guests Present:
James Ramsaur

Call to Order
Mr. Pullin called the meeting to order at 8:06 a.m.

Invocation
Mr. McGehee presented the invocation.

Review of Mission Statement
Mr. Owens presented the mission statement.

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

Approval of Minutes
Action Item #2: Mr. Owens made a motion to approve the minutes from the February board meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Public Comment
Mr. Ramsaur, Director of Lincoln Parish Park, welcomed everyone to the park, gave an overview of the new mountain bike flow trails and hub, and shared about the hub's recent soft opening.

Product Development Committee Report
Mr. Owens reported that the committee has reviewed the application from Ross Lynn Charitable Foundation (RLCF) for renovations on the Gilbert Center. Mr. McGehee requested clarification on what the grant funds will be used for at the Gilbert Center. Mr. Owens and Ms. Carrier provided additional information on the project details outlined in the grant application.

Action Item #3: Mr. Owens made a motion to approve the grant award of $35,000 to Ross Lynn Charitable Foundation. Mr. Logan seconded. All present said aye. Motion passed unanimously.

President/CEO's Report
Ms. Carrier reported that lodging tax was up 0.19% for January. She shared about the upcoming press conference for the flow trails hub set for May 23, as well as other spring events to note. She also reported that the product development committee is reviewing a restructured grants program that the board will have the opportunity to look over before the next board meeting.

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

Sales & Marketing Report
Ms. Davis reported on January visitation trends and upcoming campaigns. She shared about recent positive press surrounding the 2023 tourism report and 318 Week, both of which proved to be successful advocacy efforts. She also shared about recent sales and marketing missions.

Action Item #5: Mr. Wyatt made a motion to approve the Sales & Marketing Report. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Treasurer's Report
Mr. Pullin presented the Treasurer's report. Revenues exceeded expenses for the month of February. Expenses exceeded revenues for the year.

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

Chairman's Report
Mr. Pullin commended the staff on 318 Week and all the recent press coverage of Lincoln Parish tourism. He shared about Love the Boot Week and the parish wide clean- up efforts that will be happening in the coming weeks.

Action Item #7: Mr. Owens made a motion to approve the Chairman's Report. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Partner Updates

Mr. Logan shared that Dr. Martin Lemelle Jr. started as the new GSU president this week and will be doing a listening tour in the coming days. He also shared about the Golden Grads event set for May 9-10. Mr. Wyatt gave updates on City of Ruston economic development projects. Mr. McCulloch shared about the upcoming Small Business Meetup on April 23 hosted by the Chamber of Commerce.

Action Item #8: Mr. Ownes made a motion to adjourn the meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:01 a.m.