



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. AUGUST 27, 2026
2111 NORTH TRENTON STREET, RUSTON, LA**

Minutes

Voting Members Present:

Brandon Norris, Chair
Brandon Logan, Vice Chair
Mallory Patterson, Treasurer
Gerald Jordan
Eric McCulloch
Jeff McGehee
Rob Owens

Non-Voting Members Present:

Members Absent:

Matt Pullin
Chris Wyatt

Staff Present:

Tori Davis, President & CEO
Leah Freeman, Director of Marketing & Communications

Guests Present:

Call to Order

Mr. Norris called the meeting to order at 8:03 a.m.

Public Comment

None.

Approval of Agenda

Action Item #1: Mr. McCulloch 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 of the July 23 board meeting. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Approval of Financials

Ms. Patterson shared that revenues exceeded expenses for the month of July, and revenues exceeded expenses year to date. She reported on notable expenditures for July.

Action Item #3: Mr. Logan made a motion to approve the July financials. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Approvals

Action Item #4: Mr. Jordan made a motion to approve a proposal from Propel Consulting for a three-year strategic plan. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Action Item #5: Mr. Logan made a motion to approve a proposal from Brand Revolt for the development of a custom funding program. Mr. Jordan seconded. Mr. Norris, Mr. Logan, Ms. Patterson, Mr. McGehee, Mr. Jordan, and Mr. McCulloch said aye. Mr. Owens said nay. Motion passed.

President/CEO's Report

Ms. Davis reported that lodging tax was up 8.5% for June, up 14.75% YTD. Ms. Davis gave staff updates, including the application and hiring timeline for the new Sports Tourism Manager role.

Marketing Report

Ms. Freeman, the new Director of Marketing & Communications, introduced herself to the board and shared about her vision and plans for the marketing & communications department.

Chairman's Report

Mr. Norris shared new committee assignments with the board.

Partner Updates

Mr. Logan shared about the opening of the new Student Success Center at Grambling State University. Mr. Jordan shared about the football home opener against NSU on September 9, as well as the Small Business Network that was recently launched by LA Tech Athletics.

Action Item #6: Mr. McCulloch made a motion to adjourn the meeting. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:07 a.m.