RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. NOVEMBER 19, 2026
2111 NORTH TRENTON ST.
RUSTON, LA

MEMBERS

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

AGENDA

I. Call to Order
Invocation
II. Public Comment
III. Approval of Agenda
IV. Approval of October 22, 2026 Meeting Minutes
V. Approval of October 2026 Financials
VI. Advertising & Media Plan Approval – Leah Freeman
VII. Governance Committee Report & Approvals
- a. New Board of Directors Member Appointments
  - **i.** Heath Hightower
  - **ii.** Keith Brasuell
- b. Slate of Board Officers
  - **i.** Tori Davis (non-voting) - Secretary
  - **ii.** Gerald Jordan - Treasurer
  - **iii.** Mallory Patterson – Vice Chair
  - **iv.** Brandon Logan –Chair
- c. Bylaws & AUP Amendments
  - **i.** Bylaws Amendment: Board Composition
  - **ii.** AUP Amendment: Designated Thresholds

VIII. Destination Investment Committee Report & Approvals
- **i.** AUP Amendment: Designated Thresholds for DI/Event Support

IX. President/CEO Report
X. Chairman's Report
XI. Partner Updates
XII. Adjourn

The Board reserves the right to enter Executive Session pursuant to La. R.S. 42:17 to discuss matters of personnel, litigation, or other confidential items permitted under state law. No final votes or actions will be taken while in Executive Session.