RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. OCTOBER 22, 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
Matt Pullin

Non-Voting Members Present:

Members Absent:
Chris Wyatt

Staff Present:
Tori Davis, President & CEO

Guests Present:

Call to Order
Mr. Norris called the meeting to order at 8:05 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. Jordan made a motion to approve the minutes of the September 24 board meeting. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Approval of Financials
Ms. Patterson shared that expenses exceeded revenues for the month of September, and revenues exceeded expenses year to date. She reported on significant expenditures for the month of September.

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

Approvals

Action Item #4: Mr. McGehee made a motion to approve the 2026 Amended Budget with the discussed revisions of moving the Connectivity & Technology line item to Operating Expenses and moving the Education & Staff Training line item to Personnel Expenses. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Action Item #5: Mr. McGehee made a motion to approve the 2027 Budget with the discussed revisions of moving the Connectivity & Technology line item to Operating Expenses and moving the Education & Staff Training line item to Personnel Expenses. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Governance Committee Report

Mr. Logan shared the committee report, including the current nominations for board members to fill two impending vacancies. He also discussed potential changes to the board structure and terms.

President/CEO's Report

Ms. Davis reported that lodging tax was up 17.16% for August, up 13.47% YTD. Ms. Davis reviewed lodging trends and shared several staff updates.

Chairman's Report

Mr. Norris thanked the committees for their hard work on budget and board member nominations. He also reminded the group to participate in the upcoming elections.

Partner Updates

None.

Action Item #5: Mr. Jordan made a motion to adjourn the meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 8:55 a.m.