



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. SEPTEMBER 24, 2026
2111 NORTH TRENTON STREET, RUSTON, LA**

Minutes

Voting Members Present:

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

Non-Voting Members Present:

Brandon Logan, Vice Chair

Members Absent:

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 8:04 a.m.

Public Comment

None.

Approval of Agenda

Action Item #1: Mr. McCulloch made a motion to approve the agenda. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

Action Item #2: Mr. Pullin made a motion to approve the minutes of the August 27 board meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Approval of Financials

Ms. Patterson shared that revenues exceeded expenses for the month of August, and revenues exceeded expenses year to date. She reported that certain expense category classifications are being reorganized to provide a clearer picture of how funds are being utilized. As a result, some expense categories may differ from prior profit and loss statements.

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

Approvals

Action Item #4: Mr. Owens made a motion to approve a six-month operating agreement with the Ruston Lincoln Chamber of Commerce. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Davis reported that lodging tax was up 4% for July, up 12.96% YTD. Ms. Davis reviewed lodging trends, strategic planning timelines, and other administrative updates.

Marketing Report

Ms. Freeman, Director of Marketing & Communications, gave a year-to-date marketing presentation, including campaign performance, increases in social media engagement, and Q4 marketing plans.

Finance Committee Report

Ms. Patterson, committee chair, reported on the recent finance committee meeting. The committee made suggested revisions to the expense categories of the operating budget in an effort to streamline the budget's structure and provide more transparency on expenses. The budget will be presented for approval at the October board meeting.

Chairman's Report

Mr. Norris recommended that the standing committees of the board meet in the coming weeks during budgeting and planning for 2027.

Partner Updates

Mr. Jordan shared about the Louisiana Tech football kick times that have been announced so far this season.

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

Meeting was adjourned at 8:58 a.m.