RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. APRIL 23, 2026
2111 NORTH TRENTON STREET
RUSTON, LA

Minutes

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

Members Absent:
Matt Pullin
Chris Wyatt

Staff Present:
Tori Davis, Interim President & CEO
Jennifer Mamon, Director of Destination Sales
Anna Graney, Destination Services Coordinator

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

Invocation
Mr. Owens presented the invocation.

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

Introduction of Guests
Mr. Matt Cotton, Ruston Sports Complex & RPAR Director, introduced himself to the group.

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

Approval of Minutes
Action Item #2: Mr. Logan made a motion to approve the minutes from the March 26 board meeting. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Approval of Financials
Mr. Norris shared that revenues exceeded expenses for the month of March, and expenses exceeded revenues year to date.

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

Guest Presentation
Mr. Cotton provided an overview of the Ruston Sports Complex including 2026 events, opportunity areas, and upcoming facility improvements.

2025 Sales Report
Ms. Mamon presented a comprehensive report on the CVB's 2025 sales activity, including new accounts, bids submitted, events serviced, and estimated economic impact for events hosted.

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

President/CEO's Report
Ms. Davis reported that lodging tax was up 28.8% for February, up 31.55% YTD. Ms. Davis reminded the board of several upcoming events, including the annual Tourism Impact Breakfast and the Louisiana Peach Festival.

Action Item #5: Mr. McCulloch made a motion to approve the President's Report. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Partner Updates
Mr. Logan shared updates from Grambling State University. Mr. Jordan shared updates from LA Tech University. It was suggested that the CVB facilitate a semi-annual meeting between the Ruston Sports Complex and both Universities around event schedules and building a positive fan experience.

Chairman's Report
Mr. Norris thanked the board for their participation in the board retreat and shared that he is working on several action items from the retreat with more updates to follow.

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

Executive Session
Action Item #7: Mr. Logan made a motion for the Board of Directors to enter into Executive Session at 9:06 a.m. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Action Item #8: Mr. McCulloch made a motion for the Board of Directors to end Executive Session at 9:26 a.m. Ms. Patterson seconded. All present said aye. Motion passed unanimously.

Action Item #9: Mr. Logan made a motion to adjourn the meeting. Ms. Patterson seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:27 a.m.