



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 AM, AUGUST 28, 2025
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

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

Members Absent:

Brandon Norris

Guests Present:

Laura Hartt
Rebecca Smart

Staff Present:

Amanda Carrier, President & CEO

Call to Order

Mr. Wyatt called the meeting to order at 8:05 a.m.

Invocation

Mr. McCulloch presented the invocation.

Review of Mission Statement

Mr. Owens presented the mission statement.

Approval of Agenda

Action Item #1: Mr. Owens made a motion to move the 2024 Audit Report from Item VIII on the agenda to Item VII. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Action Item #2: Mr. Pullin made a motion to approve the agenda. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Approval of Minutes

Action Item #3: Mr. Logan made a motion to approve the minutes from the previous board meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Public Comment

Rebecca Smart, CVB Bookkeeper, introduced herself to the board.

2024 Audit Report

Laura Hartt presented the 2024 Audit Report. She reported the financial audit was a success and that the organization will need to revise state agreed upon policies and procedures for 2025.

Action Item #4: Mr. Jordan made a motion to accept the 2024 Audit Report. Mr. Logan seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 10.21% for June and down 0.03% for the year. Looking ahead, July shoes to be strong as well as the first week of August. Mrs. Carrier announced the CVB would be hosting a hotel/motel meeting on September 24 to continue conversations between the City of Ruston, Ruston Sports Complex, and hoteliers.

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

Treasurer's Report

Mr. Logan presented the Treasurer's report. Revenues exceeded expenses in July, expenses exceeded revenues for the year. Mr. Logan noted that the CVB remains financially sound, with very strong liquidity against minimal liabilities.

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

Chairman's Report

Mr. Wyatt reported that conversations were being continued surrounding hotel demand and rates for youth sports travel. He also encouraged the CVB to broaden marketing of culinary assets.

Action Item #7: Mr. Logan made a motion to approve the Chairman's Report. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Action Item #8: Mr. McGehee made a motion to adjourn the meeting. Mr. Jordan seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:06 a.m.