



RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 AM, DECEMBER 18, 2025  
2111 NORTH TRENTON STREET  
RUSTON, LA

Minutes

**Members Present:**

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

**Members Absent:**

Brandon Logan, Treasurer  
Rob Owens

**Staff Present:**

Amanda Carrier, President & CEO  
Tori Davis, Director of Marketing & Communications

**Call to Order**

Mr. Wyatt called the meeting to order at 8:09 a.m.

**Invocation**

Mr. McCulloch presented the invocation.

**Review of Mission Statement**

Mr. Pullin presented the mission statement.

**Approval of Agenda**

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

**Approval of Minutes**

**Action Item #2: Mr. Jordan made a motion to approve the minutes from the October board meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.**

**Public Comment**  
None

**President/CEO's Report**

Ms. Carrier reported that lodging tax was up 5.8% for October and up 2.14% for the year. She also discussed hosting a Board Retreat in January or February to help establish proper onboarding and orientation for new board members. The board communicated their support for this idea.

**Action Item #3: Mr. McCulloch made a motion to approve the President's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

**Marketing Report**

Ms. Davis reviewed a marketing presentation she recently shared at the monthly Hotel Partner Meeting. The presentation gave a more detailed look at what the department of marketing and communications does day-to-day, reviewing key terms and examples of marketing and advertising.

**Action Item #4: Mr. Pullin made a motion to approve the Marketing Report. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.**

**Marketing & Sales Committee Report**

Ms. Davis presented the proposed 2026 Advertising and Media Plan, reviewing marketing pillars, budget allocations, and planned campaigns. Mr. McGehee, committee chair, shared that the Marketing Committee met, reviewed the plan, and recommended approving it.

**Action Item #5: Mr. Pullin made a motion to approve the 2026 Advertising and Media Plan. Mr. Jordan seconded. All present said aye. Motion passed unanimously.**

**Product Development Committee Report**

Ms. Carrier shared a recap of the recent product development committee meeting, where they discussed allocating the remaining 2025 grant funding. The committee recommends awarding the North Louisiana Exhibition Center \$91,000 for facility upgrades, awarding the Eddie G. Robinson Museum \$1,500 for marketing expenses related to reopening the museum, and then dividing the remaining funds between the three area museums to use at their discretion – the Lincoln Parish Museum, the North Louisiana Military Museum, and the Eddie G. Robinson Museum.

**Action Item #6: Mr. McCulloch made a motion to award the recommended grant funds to the North Louisiana Exhibition Center, the Eddie G. Robinson Museum, the North Louisiana Military Museum, and the Lincoln Parish Museum. Mr. Jordan seconded. All present said aye. Motion passed unanimously.**

**Treasurer's Report**

Mr. Norris presented the Treasurer's report. Revenues exceeded expenses in November, **expenses exceeded revenues for the year**. Mr. Norris noted that there appears to be a loss due to a delay in a deposit from the enterprise fund.

**Action Item #7: Mr. McGehee made a motion to approve the Treasurer's Report. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.**

**Chairman's Report**

Mr. Wyatt discussed the idea of incorporating "Sports Capital of the South" into future campaigns. He also reminded the group of the importance of getting ahead of the upcoming economic growth happening in our area.

**Action Item #8: Mr. Pullin made a motion to approve the Chairman's Report. Mr. Norris seconded. All present said aye. Motion passed unanimously.**

**Partner Updates**

None

**Action Item #9: Mr. McGehee made a motion to adjourn the meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

Meeting was adjourned at 9:17 a.m.