



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 A.M. FEBRUARY 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  
Chris Wyatt

**Members Absent:**

Matt Pullin

**Staff Present:**

Tori Davis, Interim President & CEO

**Call to Order**

Mr. Norris called the meeting to order at 8:01 a.m.

**Invocation**

Mr. McGehee presented the invocation.

**Review of Mission Statement**

Mr. Wyatt presented the mission statement.

**Approval of Agenda**

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

**Approval of Minutes**

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

## **Public Comment**

None.

## **President/CEO's Report**

Ms. Davis reported that lodging tax was up 18% for December, up 4.4% for the year. She shared that January projections look positive as well. Ms. Davis also discussed committee assignments and the upcoming Board Retreat in March.

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

## **Approvals**

**Action Item #4: Mr. McGehee made a motion for a resolution to enter into a CEA with the state for future funding. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

## **Marketing/Sales Report**

Ms. Davis shared a 2025 website performance report and reviewed active and upcoming campaigns. She also shared how the President/CEO position is being advertised within the tourism industry.

**Action Item #5: Mr. Owens made a motion to approve the Marketing & Sales Report. Mr. McGehee seconded. All present said aye. Motion passed unanimously.**

## **Treasurer's Report**

Ms. Patterson presented the Treasurer's report. Expenses exceeded revenues for the month of January, expenses exceeded revenues for the year. She noted a few line items where there were higher YTD percentages due to early-year contractual and annual commitments that are front-loaded in Q1.

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

## **Partner Updates**

Mr. Jordan shared updates from LA Tech Athletics; Mr. Logan shared updates from Grambling State University; and Mr. Wyatt shared updates from the City of Ruston.

## **Chairman's Report**

Mr. Norris called the Board of Directors into Executive Session at 8:41 a.m.  
The Board exited Executive Session at 9:11 a.m.

**Action Item #7: Mr. Logan made a motion to adjourn the meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 9:12 a.m.**