



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. JANUARY 22, 2026
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

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

Members Absent:

Jeff McGehee
Brandon Logan, Vice Chair

Staff Present:

Amanda Carrier, President & CEO

Call to Order

Mr. Norris called the meeting to order at 8:04 a.m.

Invocation

Mr. Wyatt presented the invocation.

Review of Mission Statement

Mr. Jordan presented the mission statement.

Approval of Agenda

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

Approval of Minutes

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

Public Comment

None.

2026 Slate of Officers

Ms. Carrier presented the proposed officer slate for 2026. The slate is as follows:

Brandon Norris as Chairman; Brandon Logan as Vice-Chairman; Mallory Patterson as Treasurer

Action Item #3: Mr. Wyatt made a motion to approve the 2026 slate of officers. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 24.04% for November, up 3.67% for the year. She shared that December projections look positive as well. Additionally, Ms. Carrier addressed the board regarding her resignation from the CVB, sharing that she would work closely with the executive committee for a smooth transition.

Action Item #4: Mr. Wyatt made a motion to approve the President's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Mr. Norris presented the Treasurer's report. Expenses exceeded revenues for the month of December and expenses exceeded revenues for the year. Mr. Norris shared that the CVB had many outgoing grants for December of 2025, but the organization remained in great shape with healthy financials.

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

Chairman's Report

Mr. Norris shared with the board that the executive committee would be working closely with Ms. Carrier during the coming weeks to ensure a smooth transition. Mr. Norris announced that Ms. Davis will be asked to step into the Interim President/CEO role while the search for replacement is underway. Mr. Norris thanked Ms. Carrier for her dedicated service to the CVB and her role in the organization's growth and success.

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

Partner Updates

Mr. Jordan shared updated from LA Tech Athletics; Mr. Pullin shared updated from the Lincoln Parish Police Jury; Mr. Wyatt shared updates from the City of Ruston.

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

Meeting was adjourned at 9:05 a.m.