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

Minutes

Voting Members Present:
Brandon Norris, Chair
Mallory Patterson, Treasurer
Gerald Jordan
Eric McCulloch
Jeff McGehee
Rob Owens
Chris Wyatt

Non-Voting Members Present:
Brandon Logan, Vice Chair (joined via phone)

Members Absent:
Matt Pullin

Staff Present:
Tori Davis, President & CEO

Guests Present:
Rebecca Smart
Laura Hartt, CPA

Call to Order
Mr. Norris called the meeting to order at 8:13 a.m.

Public Comment
None.

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

Approval of Minutes
Action Item #2: Mr. McGehee made a motion to approve the minutes of the June 18 board meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Approval of Financials
Ms. Patterson shared that revenues exceeded expenses for the month of June, and revenues exceeded expenses year to date. She noted that revenues and expenditures continue to track appropriately for this point in the year.

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

Approvals & Amendments

Action Item #4: Mr. McGehee made a motion to approve the Louisiana Tech Sports Properties Agreement for the 26-27 season. Mr. Owens seconded. Mr. Norris, Ms. Patterson, Mr. McGehee, Mr. Owens, Mr. McCulloch, and Mr. Wyatt said aye. Mr. Jordan abstained. Motion passed.

Action Item #5: Mr. Jordan made a motion to amend Article V of the bylaws adopting the recommended changes to the standing committees of the Board of Directors. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.

Presentation of 2025 Audit

Representing David M. Hartt, CPA, Ms. Hartt presented the 2025 Audit for the Ruston Lincoln CVB. She noted two audit findings: (1) inadequate segregation of duties (2) donation of public funds.

President/CEO's Report

Ms. Davis reported that lodging tax was up 7.6% for May, up 16.25% YTD. Ms. Davis also provided an update on the wayfinding signage project and shared that Leah Freeman has been hired as the new Director of Marketing & Communications.

Chairman's Report

Mr. Norris prompted the board to discuss the building tenant's outstanding rent balance. The board determined that the Chamber of Commerce must provide a plan of action for payment by July 31.

Partner Updates

None.

Action Item #6: Mr. McGehee made a motion to adjourn the meeting. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:16 a.m.