



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 AM, AUGUST 1, 2025  
2111 NORTH TRENTON STREET  
RUSTON, LA**

**Minutes**

**Members Present:**

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

**Members Absent:**

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 8:07 a.m.

**Invocation**

Mr. McGehee presented the invocation.

**Review of Mission Statement**

Mr. Pullin presented the mission statement.

**Approval of Agenda**

**Action Item #1: Mr. Norris 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 from the previous board meeting. Mr. Logan seconded. All present said aye. Motion passed unanimously.**

## **Public Comment**

None.

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

Ms. Carrier reported that lodging tax was down 10.46% for May and down 2.19% for the year. Looking ahead, June shows to be up in occupancy and revenue. Ms. Carrier shared that in the past week, Ruston welcomed the Dixie Softball World Series, as well as the OPAO Conference, both of which brought in multi-day hotel stays. She noted that the 2024 audit and Q2 sales report will be presented at the August meeting later in the month.

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

## **Marketing Report**

Ms. Davis presented the Q2 marketing report, highlighting visitor data trends, increases in website traffic, and a successful Peach Festival campaign. She also shared about recent advocacy efforts, as well as several notable earned media pieces.

**Action Item #4: Mr. McGehee made a motion to approve the Marketing 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 June, expenses exceeded revenues for the year. Mr. Logan noted that June and July revenues should help balance out the year's expenses moving forward.

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

## **Chairman's Report**

Mr. Wyatt commended the staff for their hard work on the numerous events hosted in the area over the last several weeks. He suggested incorporating more messaging about area museums in future marketing. Mr. Wyatt also prompted discussion and insight from the board about high hotel rates surrounding sporting event weekends and how those rates are set. It was suggested by the group to have a more focused discussion with key hoteliers who can provide additional insight and potential solutions.

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

## **Partner Updates**

Mr. Pullin invited everyone to the ribbon cutting of the Lincoln Parish Health Hub at 10:00 a.m. Mr. Jordan requested suggestions for opportunities for student athlete to earn volunteer hours. The idea of a joint cleanup between Louisiana Tech and Grambling State student athletes was discussed for this fall.

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

**Meeting was adjourned at 9:14 a.m.**