**RUSTON LINCOLN CONVENTION & VISITORS BUREAU**
**BOARD OF DIRECTORS MEETING**
**8:00 A.M. June 18, 2026**
**2111 NORTH TRENTON STREET, RUSTON, LA**

**Minutes**

**Members Present:**
Brandon Logan, Vice Chair
Mallory Patterson, Treasurer
Gerald Jordan
Eric McCulloch
Rob Owens
Chris Wyatt

**Members Absent:**
Brandon Norris, Chair
Jeff McGehee
Matt Pullin

**Staff Present:**
Tori Davis, President & CEO

**Call to Order**
Mr. Logan called the meeting to order at 8:01 a.m.

**Public Comment**
None.

**Approval of Agenda**
**Action Item #1: Mr. Wyatt made a motion to approve the agenda. Mr. Owens 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 May 28 board meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.**

**Approval of Financials**
Ms. Patterson shared that expenses exceeded revenues for the month of May, and expenses exceeded revenues year to date. She noted the variance is expected to shift as lodging tax collections continue throughout the remainder of the year.

**Action Item #3: Mr. McCulloch made a motion to approve the May financials. Mr. Wyatt seconded. All present said aye. Motion passed unanimously.**

**Approvals**

**<u>Action Item #4: Mr. Owens made a motion for a resolution to enter into a CEA with the state for future funding. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.</u>**

**<u>Action Item #5: Mr. Wyatt made a motion to approve the Wayfinding Signage Plan Proposal from Arnett Muldrow & Associates. Mr. Jordan seconded. All present said aye. Motion passed unanimously.</u>**

**President/CEO's Report**

Ms. Davis reported that lodging tax was up 4.24% for April, up 18.96% YTD. Ms. Davis also provided a recap of the Louisiana Peach Festival and updates on area hotel developments.

**Chairman's Report**

In Mr. Norris's absence, Mr. Logan gave an update on committee restructuring and noted that the best of Ruston was on display at the Louisiana Peach Festival.

**Partner Updates**

Mr. Jordan shared updates from Louisiana Tech University. Mr. Logan shared updates from Grambling State University. Mr. Wyatt provided an update on several ongoing City of Ruston and economic development projects.

**<u>Action Item #6: Mr. Wyatt made a motion to adjourn the meeting. Mr. Owens seconded. All present said aye. Motion passed unanimously.</u>**

**Meeting was adjourned at 8:56 a.m.**