



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 AM, JUNE 26, 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

**Members Absent:**

Rob Owens  
Matt Pullin

**Staff Present:**

Amanda Carrier, President & CEO

**Call to Order**

Mr. Wyatt called the meeting to order at 8:06 a.m.

**Invocation**

Mr. McCulloch presented the invocation.

**Review of Mission Statement**

Mr. Jordan presented the mission statement.

**Approval of Agenda**

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

**Approval of Minutes**

**Action Item #2: Mr. Logan 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. Carrier reported that lodging tax was up .91% for April and up 0.72% for the year. She shared that \$262,429 in Visitor Enterprise Funds from the state are expected to be received by early June. Looking ahead, Ms. Carrier report that May would likely be down in revenue and occupancy, but increasing again for the month of June. Ms. Carrier reported that the 2025 Peach Festival was a success, resulting in another record-breaking year with 32,000 attendees. She stated a formal report on impact would be review in the July board meeting.

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

**Treasurer's Report**

Mr. Logan presented the Treasurer's report. Revenues exceeded expenses in May, expenses exceeded revenues for the year. Mr. Logan urged the board to continue prioritizing alternate revenue stream options.

**Action Item #4: Mr. McGehee made a motion to approve the Treasurer's Report. Mr. Jordan seconded. All present said aye. Motion passed unanimously.**

**Chairman's Report**

Mr. Wyatt noted all the positive impacts that would come from area construction and asked board members to be advocates for progress. Mr. Wyatt also encouraged CVB staff and board members to continue to be supportive of Ruston Sports Complex initiatives and creative in messaging.

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

**Partner Updates**

Mr. McCulloch shared that the Lincoln Parish Library Events Center would be moving forward with policy changes focused on alcohol for corporate rentals.

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

**Meeting was adjourned at 9:04 a.m.**