



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. MARCH 26, 2026
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

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

Members Absent:

Staff Present:

Tori Davis, Interim President & CEO
Jennifer Mamon, Director of Destination Sales
Pam Strickel, Administrative Assistant
Anna Miley, Marketing & Communications Assistant

Call to Order

Mr. Norris called the meeting to order at 8:03 a.m.

Invocation

Mr. McCulloch presented the invocation.

Review of Mission Statement

Mr. Wyatt presented the mission statement.

Approval of Agenda

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

Approval of Minutes

Action Item #2: Mr. Owens made a motion to approve the minutes from the February 23 board meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Public Comment

None.

President/CEO's Report

Ms. Davis reported that lodging tax was up 35.3% for January. She shared that February projections look positive as well. Ms. Davis reminded the board of several upcoming events and prompted discussion for nominees for the 2026 Lincoln Parish Hospitality Award recipient.

Action Item #3: Mr. Owens made a motion to award the 2026 Lincoln Parish Hospitality Award to Grambling State University Department of Student Affairs. Mr. Norris seconded. Ms. Patterson, Mr. Pullin, Mr. McGehee, Mr. Jordan, Mr. McCulloch, and Mr. Wyatt said aye. Mr. Logan recused himself. Motion passed.

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

Approvals

Action Item #5: Mr. Owens made a motion to approve the Ruston Sports Complex sponsorship agreement. Mr. Pullin seconded. All present said aye. Motion passed unanimously.

Action Item #6: Mr. Logan made a motion to approve the Louisiana Peach Festival budget as presented. Mr. Norris seconded. All present said aye. Motion passed unanimously.

Marketing/Sales Report

Ms. Davis shared visitor data and an overview of upcoming marketing campaigns.

Action Item #7: Mr. Pullin made a motion to approve the Marketing & Sales Report. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

Ms. Patterson shared that expenses exceeded revenues for the month of February, and expenses exceeded revenues year to date.

Action Item #8: Mr. Wyatt made a motion to approve the Treasurer's Report. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.

Partner Updates

Mr. Jordan shared updates from LA Tech University and Mr. Logan shared updates from Grambling State University.

Chairman's Report

Mr. Norris called the Board of Directors into Executive Session at 9:10 a.m.

The Board exited Executive Session at 9:26 a.m.

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

Meeting was adjourned at 9:27 a.m.