



**RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00, MAY 22, 2025
2111 NORTH TRENTON STREET
RUSTON, LA**

Minutes

Members Present:

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

Members Absent:

Gerald Jordan
Matt Pullin

Staff Present:

Amanda Carrier, President & CEO
Tori Davis, Director of Marketing & Communications

Call to Order

Mr. Wyatt called the meeting to order at 8:08 a.m.

Invocation

Mr. McGehee presented the invocation.

Review of Mission Statement

Mr. Owens presented the mission statement.

Approval of Agenda

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

Public Comment

None.

President/CEO's Report

Ms. Carrier reported that lodging tax was up 1.05% for March, up 0.63% for the year. She shared that \$262,429 in Visitor Enterprise Funds from the state are expected to be received by early June. Ms. Carrier gave a recap on National Travel & Tourism Week advocacy efforts, as well as an update on Louisiana House Bill 374, which requires 3rd party short-term rental sites (AirBnB, VRBO, etc.) to report and remit sales and hotel occupancy tax. She also shared that she officially obtained her Certified Destination Management Executive (CDME) Credential from Destinations International.

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

Marketing Report

Ms. Davis presented the Marketing Report including an overview of visitor data insights, hotel trends, and website attribution data. She also shared the 2024 tourism report one-sheeter, as well as the advocacy video utilized during National Travel & Tourism Week.

Action Item #4: Mr. Owens made a motion to approve the Marketing Report. Mr. Norris seconded. All present said aye. Motion passed unanimously.

Treasurer's Report

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

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

Chairman's Report

Mr. Wyatt noted that the dynamics and footprint of Ruston are continuing to change, especially on the west side of town. He encouraged the staff to prioritize bringing in weekday meetings and events and sharing about all the positive things happening in our community.

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

Partner Updates

Mr. McGehee shared that he recently met with Matt Cotton at the Ruston Sports Complex to discuss challenges around bringing in larger events to the Complex and how we can creatively solve those

issues. Ms., Davis shared marketing plans for 2026 that she believes will help in marketing the complex to larger events. Ms. Carrier will follow up with Mr. Cotton to continue these conversations.

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

Meeting was adjourned at 9:04 a.m.