RUSTON LINCOLN CONVENTION & VISITORS BUREAU
BOARD OF DIRECTORS MEETING
8:00 A.M. MAY 28, 2026
2111 NORTH TRENTON STREET, RUSTON, LA

Minutes

Members Present:
Brandon Norris, Chair
Brandon Logan, Vice Chair
Mallory Patterson, Treasurer
Gerald Jordan
Jeff McGehee
Rob Owens
Matt Pullin

Members Absent:
Eric McCulloch
Chris Wyatt

Staff Present:
Tori Davis, Interim President & CEO
Jennifer Mamon, Director of Destination Sales

Call to Order
Mr. Norris called the meeting to order at 8:09 a.m.

Invocation
Mr. Pullin presented the invocation.

Review of Mission Statement
Mr. Logan presented the mission statement.

Approval of Agenda
Action Item #1: Mr. Pullin made a motion to amend the agenda to add Appointment of President & CEO as Agenda Item #4. 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 April 23 board meeting. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Executive Session
Action Item #3: Mr. McGehee made a motion to enter Executive Session at 8:10 a.m. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Action Item #4: Mr. Norris made a motion to exit Executive Session at 8:26 a.m. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Appointment of President & CEO

Action Item #5: Mr. Jordan made a motion to appoint Tori Davis as President & CEO effective July 1, 2026. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Approval of Financials

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

Action Item #6: Mr. McGehee made a motion to approve the April financials. Mr. Logan seconded. All present said aye. Motion passed unanimously.

Sales Report

Ms. Mamon presented a 2026 YTD sales report showing new accounts, active development, booked events, and other sales updates.

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

President/CEO's Report

Ms. Davis reported that lodging tax was up 17.57% for March, up 25.64% YTD. Ms. Davis also provided updates regarding hotel partners in the area. She reminded the Board about the upcoming Louisiana Peach Festival on June 6.

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

Partner Updates

Mr. Logan shared updates from Grambling State University and thanked the CVB for their efforts in servicing the Golden Grads event. Mr. Jordan shared updates from LA Tech University, including the move to the Sunbelt Conference on July 1.

Chairman's Report & Board Retreat Review

Mr. Norris thanked the board for their hard work throughout the President & CEO selection process. He also reviewed several action items from the recent board retreat.

Action Item #9: Mr. Pullin made a motion to approve the Chairman's Report. Mr. Owens seconded. All present said aye. Motion passed unanimously.

Action Item #10: Mr. Logan made a motion to adjourn the meeting. Mr. McGehee seconded. All present said aye. Motion passed unanimously.

Meeting was adjourned at 9:13 a.m.