



RUSTON LINCOLN CONVENTION & VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
8:00 AM, OCTOBER 28, 2025  
2111 NORTH TRENTON STREET  
RUSTON, LA

Minutes

**Members Present:**

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

**Members Absent:**

Brandon Norris, Vice Chair  
Mallory Patterson

**Staff Present:**

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

**Call to Order**

Mr. Wyatt called the meeting to order at 8:05 a.m.

**Invocation**

Mr. Owens presented the invocation.

**Review of Mission Statement**

Mr. Jordan presented the mission statement.

**Approval of Agenda**

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

**Approval of Minutes**

**Action Item #2: Mr. McGehee made a motion to approve the minutes from the previous board meeting. Mr. Jordan seconded. All present said aye. Motion passed unanimously.**

## Public Comment

None

## President/CEO's Report

Ms. Carrier reported that lodging tax was up 4.05% for August and up 7.28% for the year.

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

## 2025 Amendments/2026 Proposed Budget

Mrs. Carrier presented the proposed 2025 budget amendments and the proposed 2026 budget.

**Action Item #4: Mr. McCulloch made a motion to approve the proposed 2025 budget amendments. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

**Action Item #5: Mr. Pullin made a motion to approve the proposed 2026 budget. Mr. Jordan seconded. All present said aye. Motion passed unanimously.**

## Personnel Committee Report

Mr. Owens reviewed recommended updates to the Ruston Lincoln Parish Convention & Visitors Bureau Employee Handbook, the Agreed-Upon Procedures & Financial Policies Manual, and the By-Laws of the Ruston Lincoln Parish Convention & Visitors Bureau.

**Action Item #6: Mr. McGehee made a motion to approve the proposed updates to the Ruston Lincoln Parish Convention & Visitors Bureau Employee Handbook. Mr. Logan seconded. All present said aye. Motion passed unanimously.**

**Action Item #7: Mr. Pullin made a motion to approve the proposed updates to the Agreed-Upon Procedures & Financial Policies Manual. Mr. Logan seconded. All present said aye. Motion passed unanimously.**

**Action Item #8: Mr. Jordan made a motion to approve the proposed updates to By-Laws of the Ruston Lincoln Parish Convention & Visitors Bureau. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

## Marketing Report

Ms. Davis shared visitor trends and YTD website data. She also reviewed ongoing and upcoming marketing campaigns, including the Louisiana Tech Homecoming Campaign and Holidays in Ruston campaign. She will be meeting with her marketing committee this week to review 2026 ad/media plans.

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

## Chairman's Report

Mr. Wyatt encouraged staff to post more about the diverse culinary offerings in the area. He also reminded the group that we need to continue being proactive regarding the community's growth with new developments recently breaking ground.

**Action Item #10: Mr. Owens made a motion to approve the Chairman's Report. Mr. McCulloch seconded. All present said aye. Motion passed unanimously.**

#### **Treasurer's Report**

Mr. Logan presented the Treasurer's report. Revenues exceeded expenses in September, revenues exceeded expenses for the year.

**Action Item #11: Mr. McGehee made a motion to approve the Treasurer's Report. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

#### **Partner Updates**

Mr. Jordan gave an overview of Louisiana Tech's Homecoming Week. Mr. Logan shared that GSU's College of Business has been renamed the Thomas and Joyce Moorehead College of Business and Entrepreneurship, marking the first named college and the largest individual investment in university history. Mr. Pullin shared about the ongoing community meetings surrounding the parish's solid waste plan. He asked that everyone continue spreading the word about the community input meetings.

**Action Item #12: Mr. Logan made a motion to adjourn the meeting. Mr. Pullin seconded. All present said aye. Motion passed unanimously.**

**Meeting was adjourned at 9:00 a.m.**