



BOARD OF DIRECTORS MEETING
Thursday, July 21, 2022 | 8:00 AM
Chamber Board Room

DIRECTORS PRESENT: Chair: Dillon Ott, Vice Chair: Brenda Starnes, Chair Elect: Mindy Martin, Past Chair: Leslie Crutsinger, Claudia Gomes, Megan Anderle, Jennifer Popp, Chris McNamara, Austin Reiter, John Walterscheid

DIRECTORS ABSENT: Mitchell Shauf

STAFF PRESENT: Executive Director Jennifer Shumate
Membership and Events Coordinator Ashley Collett

CALL TO ORDER: Dillon Ott - Chair, called the meeting to order at 8:03 A.M.

INVOCATION: Invocation was given by Chris McNamara.

APPROVAL OF MINUTES – Minutes were presented from the June 16, 2022, meeting. A motion was made by Mindy Martin to approve the minutes and seconded by Jennifer Popp. Motion passed unanimously.

PRESENTATION OF FINANCIALS – Dillon Ott presented the financials from Schalk and Smith for the month of June. Jennifer Popp asked about possible effects to the budget amidst the Civic Center renovation. Jennifer Shumate stated that the renovation is strictly for the Civic Center and should not affect the Chamber offices. Should there be an emergency as it relates to the building, funds from the “Building Fund” account can be allocated to cover those costs.

MEMBERSHIP REPORT – NEW AND DROPPED MEMBERS REPORT: Dillon Ott reported the new members since the last meeting as follows: The Twisted Hanger, Guapos Barber Lounge, Texoma Party Rentals, Innovative Towing Systems, Texoma Cremations, and Winstar World Casino Hotel. A motion was made by Megan Anderle to approve the new members and seconded by Brenda Starnes. The motion passed unanimously.

Dropped members since the last meeting were Gainesville Auto Parts, Boutique One Eleven, and Gainesville Nursing & Rehabilitation.

BUSINESS:

- 1) FY 2022-2023 Budget
 - a. Dillon presented two options for a FY 2022-2023 Budget. A motion was made by Austin Reiter to approve the Option B FY 2022-2023 Budget and seconded by Jennifer Popp. The motion passed unanimously.
- 2) 2023 Partnership Agreement
 - a. Jennifer presented the proposed 2023 Partnership Agreement with the changes recommended from the previous meeting included. Jennifer Popp suggested removing the quantity of shirts sponsors get with their Depot Day sponsorship. A motion was

made by Brenda Starnes to approve the 2023 Partnership Agreement with the amendment to the Depot Day sponsorships and seconded by Claudia Gomes. The motion passed unanimously.

- 3) Winstar World Casino Hotel Membership Dues
 - a. Jennifer Shumate reported that Winstar World Casino Hotel proposed a \$1,000 membership fee amount since they have 200+ employees which is shown to be a negotiable fee according to our application. Dillon Ott requested the amounts paid by First State Bank, Safran, and Winstar World Casino and Resort for comparison. Dillon requested that the member application be reviewed for different options on 200+ employee companies and look into renegotiating other 200+ employee company membership dues. A motion was made by Austin Reiter to approve membership dues for Winstar World Casino Hotel of \$1,000 and seconded by Mindy Martin. The motion passed unanimously.

COMMITTEE REPORTS:

- 1) Leadership Gainesville –
 - a. Mindy reported that applications are due by next Friday. We currently have 12 applicants and are waiting for the two student applicants from GISD. The committee will meet August 2nd to select the 2022-2023 class. The class will start in September.
- 2) Downtown Development –
 - a. Dillon reported that the DDA recently had a very productive meeting. Jennifer stated there were an estimated 25 people in attendance. Dillon stated he advised them to utilize their budgeted funds on advertising before the next meeting. They are also organizing multiple committees within the DDA.
- 3) Ambassadors Program –
 - a. Megan reported that they had their monthly meeting at the beginning of this month. Funky Munky was the June Business of the Month and Tara Bruce was the June Ambassador of the Month. An estimated 12 ambassadors were in attendance. We attended a Welcome Wagon at Fireweed Cafe and held a Ribbon Cutting for Talon Martial Arts and API.
- 4) Farmers Market –
 - a. Jennifer reported that we had to change the movie for the month of August. We paid for Blackout Betty to perform at the end of Farmer's Market Week on August 13th. She reported that Barry had said there were an estimated 70 events there just during the Summer alone. Leslie inquired about creating a Farmer's Market committee. Jennifer stated that we could wait to form that committee until we see growth that necessitates the need for it.
- 5) Chamber Banquet -
 - a. Dillon confirmed that the date and location are set, but there is nothing else to report at this time.
- 6) Golf Tournament -
 - a. John stated there is nothing to report at this time.
- 7) Summer Sounds –
 - a. Leslie reported that security was better at this past concert and the beer sales were higher than last year's June concert. The committee will be changing for next year and they will be looking into adding additional concert dates in 2023.
- 8) Depot Day –
 - a. Jennifer Shumate reported that we currently have 19 sponsors and 25 vendors signed up to date. We are going to be having a 35th Anniversary Depot Day Kick Off at the Depot on October 7th. We are looking into getting quotes from Red River Rides and 902 Bus for offering transportation to attendees to the event.
- 9) Scare on the Square –
 - a. Claudia stated there is nothing more to report at this time.
- 10) Taco 'Bout Thanks –
 - a. Austin confirmed the date as November 4th.
- 11) Christmas Parade –
 - a. Dillon confirmed the date has been set. Jennifer Shumate reported that we have pushed out event details.

DIRECTORS REPORT

1) Update / Questions

- a) Jennifer stated that we are still doing audits in Chamber Master. We have started doing member visits and are getting positive feedback on that. We re-joined the NT Chamber of Commerce Executives and TCCE. We will be contacting Denton and Sherman Chambers to see about possibly joining those in the future. Due to Ashley's computer crashing for a week, we are looking into program options to be better prepared to maintain daily business activity.
- b) Discussion was had about looking into different versions of Quickbooks and getting laptops versus a desktop computer when the time comes.
- c) Leslie stated that we are utilizing Facebook, Instagram, and Twitter now which is a positive. Jennifer Shumate stated that we do have a LinkedIn, but we are still trying to determine the best way to utilize that outlet.

ADJOURN - A motion was made by Megan Anderle and seconded by Austin Reiter to adjourn the meeting at 9:06 A.M. Motion passed unanimously