



BOARD OF DIRECTORS MEETING
Tuesday, August 23, 2022 | 8:00 AM
Chamber Board Room

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

DIRECTORS ABSENT: Leslie Crutsinger

STAFF PRESENT: Executive Director Jennifer Shumate

CALL TO ORDER: Dillon Ott - Chair, called the meeting to order at 8:08 A.M.

INVOCATION: Invocation was given by John Walterscheid.

APPROVAL OF MINUTES – Minutes were presented from the July 21, 2022, meeting. A motion was made by Jennifer Popp to approve the minutes and seconded by John Walterscheid. Motion passed unanimously.

PRESENTATION OF FINANCIALS – Dillon Ott presented the financials from Schalk and Smith for the month of July.

MEMBERSHIP REPORT – NEW AND DROPPED MEMBERS REPORT: Dillon Ott reported the new members since the last meeting as follows: Mattress Depot, Lone Star Portables, LLC, Hunkey Dorie Shops on Main, Nautilus Fitness of Gainesville. A motion was made by Brenda Starnes to approve the new members and seconded by Megan Anderle. The motion passed unanimously.

Dropped members since the last meeting were Cori Corcoran - Rodan & Fields, Batters Up, Vote for GISD Kids, Foodies in Texas, Holden Assets, LLC, The Community Parks of Gainesville TX, Inc.

Jennifer Shumate stated that we are still working on contacting members about their past due payments and having a discussion on the reason for dropping their membership before we just drop them.

BUSINESS:

- 1) Approval to spend at or below \$2,035.50 on the following three (3) promotional items for the 2023 budget year. Budget line item for promotional items is \$2,000.00 so expenditure will go over budget by \$35.50. (See items in board packet labeled Item #1)
 - 50 Candy Jars - to be used for new members at Ribbon Cuttings, thank you gifts, etc.
 - 50 Car Shades - to be used for Ambassadors of the Month, thank you gifts, etc.
 - 50 32 Ounce Water Bottles - to be used when give-a-ways or donations are requested
 - a. Jennifer Shumate displayed an example of the water bottle requested as a promotional item and stated these items would be used for members, ambassadors, and giveaways when requested. A motion was made by John Walterscheid to

approve spending at or below \$2,035.50 on the proposed promotional items for the 2023 budget year and seconded by Mindy Martin. The motion passed unanimously.

- 2) Approval to increase Depot Day budget by \$1,000.00 (increasing set budget from \$17,000 to \$18,000) to offset costs for October 7, 2022 evening event. (See proposed budget breakdown in board packet labeled Item #2.)
 - a. Jennifer Shumate gave a brief description of the October 7, 2022 evening event. A motion was made by Austin Reiter to increase the Depot Day budget by \$1,000 and seconded by Jennifer Popp. The motion passed unanimously.
- 3) Approval to move September Board meeting to Thursday, September 22, 2022.
 - a. Jennifer Shumate stated that due to the 1st of September falling on a Thursday, the Board meeting would be on the 15th, and with the holiday also this month, we may not receive financials in time for the meeting on this date. Dillon suggested that it be moved to September 22nd tentatively to allow for everyone to check their schedules for availability and have an email meeting if necessary.
- 4) Approval for the Downtown Development Association to spend up to \$13,550.00 on expenditures in relation to a Wine Walk to be held on Saturday, April 1, 2023. (See detailed budget breakdown in board packet labeled Item #4.)
 - a. Jennifer Shumate reported the details of the DDA Wine Walk expenditures request. She stated that the DDA does have it in their promotional budget to cover this cost and are looking to replenish this fund with the sale of tickets. All those in attendance at the DDA special meeting voted unanimously to approve this event as well. A motion was made by John Walterscheid to approve the Downtown Development Association spending up to \$13,550.00 on expenditures in relation to a Wine Walk and seconded by Brenda Starnes. The motion passed unanimously.

COMMITTEE REPORTS:

- 2) Leadership Gainesville –
 - a. Mindy reported that the 15 applicants were chosen out of the 20 applications received. We are making some changes to the schedule and Austin Reiter is adding some features to a few of the days. Meet and Greet is scheduled for September 8th.
- 3) Downtown Development –
 - a. Brenda reported that she attended the special meeting, which had a lot in attendance to support the Wine Walk. Their next meeting is mid October and they are preparing for their upcoming events in the Fall.
- 4) Ambassadors Program –
 - a. Megan reported that they had their monthly meeting at the beginning of this month. The Wooden Poppy was the July Business of the Month and Traci Rich was the July Ambassador of the Month. There is no mixer due to August being busy with back to school for so many people. An estimated 10 ambassadors were in attendance.
- 5) Farmers Market –
 - a. Jennifer reported that there was good attendance for the movie sponsored by Lil' Leopards. Nortex is sponsoring the next month and will be doing some giveaways. We are going to start doing small sponsorships of bigger events at the Farmer's Market out of that account. We are hoping this will help to support and grow some of those events.
- 6) Chamber Banquet -
 - a. Brenda stated there is nothing to report at this time.
- 7) Golf Tournament -
 - a. John stated there is nothing to report at this time.
- 8) Summer Sounds –
 - a. Jennifer Shumate stated that there are no other updates at this time.
- 9) Depot Day –
 - a. Jennifer Shumate reported that we have 52 vendors at this time. In 2021 they had 54 vendors so we may have to take spacing into consideration soon. All the various city department heads have met and discussed details as needed. We are adding a QR

code to the sandwich boards for access to the map. We are not doing live band entertainment this year, but rather local youth groups entertainment and live music entertainment at Depot Day After Dark.

- 10) Scare on the Square –
 - a. Claudia stated we have a meeting in September. Jennifer Shumate reported we currently have 27 participants already; 15 in the Farmer's Market and 12 in the businesses. She also stated the Zoo is having their Costume Strut that morning and encouraging everyone to come over to our event afterwards.
- 11) Taco 'Bout Thanks –
 - a. Austin stated that the Civic Center is not available on November 4th. He suggested moving the location to the First State Bank Conference Center. He is going to confirm the availability. If it is not available, he suggested moving the date to Thursday, November 10th at the Civic Center. Dillon requested that we review the previous year supply order and make amendments as needed based on notes from last year.
- 12) Christmas Parade –
 - a. Dillon stated there are no updates to report at this time. They will have a meeting once we get through Depot Day.

DIRECTORS REPORT

- 1) Update / Questions
 - a) Jennifer stated that we are still reviewing the fees that are being charged to larger companies and hotel/motels. We will add this update to next month's agenda.
 - b) Jennifer stated that we are still doing member visits. We have visited 64 members so far and have received a lot of positive feedback.
- 2) Jennifer Shumate is out starting tomorrow.

ADJOURN - A motion was made by Austin Reiter and seconded by Mindy Martin to adjourn the meeting at 8:36 A.M. Motion passed unanimously