



## BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Chamber of Commerce Board Room, 311 South Weaver Street, Gainesville, TX 76240.  
**Thursday, November 17, 2022 | 8:00 AM**

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

**DIRECTORS ABSENT:** Brenda Starnes

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

1. **CALL TO ORDER:** Dillon Ott, Chair, called the meeting to order at 8:07 A.M
2. **INVOCATION:** Invocation was given by John Walterscheid.
3. **PUBLIC COMMENTS:** None in attendance.
4. **GEDC UPDATE – Executive Director, William Myers**
  - a. William Myers gave an update on the status of current GEDC projects and activities, including the Industrial Park, Old Outlet Mall, and BIG Program, as well as future visions and goals.
5. **STAFF REPORTS**
  - a. **Presentation of Financials** - Month ending October 31, 2022 (Correction to agenda).
    - i. Dillon Ott presented the financials from Schalk and Smith for the month of October. Jennifer Shumate answered a previously asked question in regards to the details of the designated and undesignated funds accounts. It was stated that designated funds are funds designated to specific events (examples Summer Sounds or Farmer’s Market accounts), while undesignated funds represent shared accounts with Operations being an example.. Jennifer also stated that after meeting with our accountant, she has been told that our account balances only need to remain under the FDIC or NCUA total insured amounts.
  - b. **OTHER STAFF UPDATES**
    - i. Jennifer Shumate briefly gave an update on what the Chamber staff is doing on the back end to get better organized. She reported that we have been unable to find an auditor that has the availability to add us to their schedule for 2023, so we will not have a full audit until 2024. We are reviewing the past auditor’s notes to be prepared when that time comes.
    - ii. Jennifer stated that we are currently working to put together a 2023 plan that covers marketing strategies, social media, and a Chamber of Commerce strategic plan.
6. **CONSENT AGENDA**
  - a. Approve minutes from October 20, 2022 Regular Meeting (Correction to agenda)..
    - i. Minutes were presented from the October 20, 2022, meeting.
  - b. Membership Report for September and October. Approve new members.
    - i. The New and Dropped Members reports were presented from September and October. A motion was made by Mitchell Shauf to approve both items (minutes and new members) in the consent agenda and seconded by Jennifer Popp. Motion passed unanimously.

## 7. BOARD SELECTION NOMINEES

- a. Jennifer Shumate reported that the Gainesville Area Chamber of Commerce By-Laws state that the Chamber shall operate with nine (9) three (3) year Directors as well as an Executive Committee consisting of four (4) totaling a thirteen (13) member Board of Directors. With this information there will be three (3) new board members selected. The nominating committee has selected Chyna Vincent with ClarkAdamson Insurance, Darin Allred with North Texas Medical Center, Kristi Hamilton with Premiere Real Estate, and Dr. Van Miller with North Central Texas College. A motion was made by Mindy Martin to approve the Board nominees and seconded by John Walterscheid. Motion passed unanimously.

## 8. COMMITTEE REPORTS

- a. Leadership Gainesville –
  - i. Mindy Martin stated November was Municipal Government day. The class is enjoying the program so far and they are looking forward to the Austin trip. Jennifer reported that the class has already been discussing their project and will make a final decision in December.
- b. Downtown Development –
  - i. Jennifer Shumate reported that involvement within the DDA is growing. They have Ladies Night on November 17, 2022, and many are participating in Pink Friday on November 18, 2022. The DDA is also putting together a shopping card to be used for three weeks starting Black Friday which is November 25, 2022 and continuing during the holiday shopping season with an emphasis on Small Business Saturday that falls on November 26, 2022.
- c. Ambassadors Program –
  - i. Megan Anderle reported that Bluebird Services was the October Business of the Month and Megan Knight was the October Ambassador of the Month. December is the Ambassador Luncheon. Jennifer Shumate reported that we have had six new ambassadors join in the last week.
- d. Farmers Market –
  - i. Jennifer Shumate stated October was a really busy month for the Farmer's Market with an event every weekend. Jennifer also stated that the attendance for the movie night hosted by Safran Seats USA was well attended in spite of the cooler temperatures.
- e. Chamber Banquet –
  - i. Jennifer Popp stated that there is no further update at this time. The next committee meeting will be December 6, 2022. It was requested that suggestions for New Member of the Year and Member of the Year be sent to Jennifer Shumate in preparation for the December committee meeting.
- f. Golf Tournament –
  - i. John Walterscheid stated that although he is rolling off the Board of Directors he will still be serving on this committee. The date of the tournament will be Friday, May 5th.
- g. Summer Sounds –
  - i. Chris McNamara reported that there were no updates at this time.
- h. Depot Day -
  - i. Jennifer Shumate stated the event made a profit of \$16,511.25 and a loss was budgeted at \$1,372.00. No other updates at this time.
- i. Scare on the Square -
  - i. Jennifer Shumate reported that attendance was high and everyone enjoyed the event despite the cool and rainy weather. Jennifer also stated that Scare on the Square profited \$889.84 with a budgeted gain of \$250.00.
- j. Taco 'Bout Thanks -
  - i. Everyone reported that the event appeared to be a success. Jennifer Shumate stated that we had 400 tortillas on hand and had run out about 15 minutes before the end of the event. Suggestions for next year included purchasing more tortillas, chafing dishes, less butter, to go cups for juice, and preparing tacos in advance to go. Jennifer reported that the event cost \$1,073.41 and was over budget by \$73.41.
- k. Christmas Parade -
  - i. Dillon Ott stated that float decorating will take place on November 28, 2022 at DEF Recycling at 5:00pm. The parade will begin at 6:00pm on December 1, 2022. We are still needing volunteers to help on the day of the parade.

**9. ADJOURN MEETING**

- a. A motion was made by John Walterscheid to adjourn the meeting at 9:05am and seconded by Mindy Martin. Motion passed unanimously.

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**Dillon Ott**

**2022 Chairman of the Gainesville Area Chamber of Commerce**