



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Chamber of Commerce Board Room, 311 South Weaver Street, Gainesville, TX 76240.
Thursday, October 20, 2022 | 8:00 AM

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

DIRECTORS ABSENT: Mitchell Shauf, John Walterscheid, Claudia Gomes

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 Austin Reiter.
3. **PUBLIC COMMENTS:** None in attendance.
4. **STAFF REPORTS**
 - a. **Presentation of Financials** - Month ending September 30, 2022
 - i. Dillon Ott presented the financials from Schalk and Smith for the month of September. Jennifer Popp asked for details on the difference between designated and undesignated funds. Jennifer Shumate stated she would find out further details. Clarification was given on items labeled "miscellaneous income/expense." Further discussion was held on the financial comparison for this FY compared to the last. Dillon Ott suggested meeting with Schalk and Smith to discuss their opinions on where balances should be at.
 - b. **OTHER STAFF UPDATES**
 - i. Jennifer Shumate stated that the City of Gainesville proclaimed October 17th through the 21st "Chamber of Commerce Week." She discussed moving the December Chamber Mixer to an earlier date, as well as asking for preference on location. She stated that two locations have been suggested, Krootz Brewing Company and Main Street Steakhouse and Pub. Jennifer reported that agendas and minutes from the Board meetings are now being posted on the Chamber website. She gave an update on the status of our research into the 200+ member dues stating further research is needed to make an accurate opinion. Jennifer reported that she has begun attending the North Texas Chamber of Commerce Executives luncheons, and is also working to obtain a certificate in Chamber Management on a national level.
 - ii. Dillon stated we need to make a decision on the December Chamber Mixer location. Jennifer reported on the costs presented from Krootz Brewing Co. while informing everyone that numbers from the Mainstreet Steakhouse and Pub were still pending. Dillon stated that changing locations from the past December Chamber Mixer would be a great way to support more members, and requested that, pending numbers from the Pub, we hold the Mixer at Krootz Brewing Co.
5. **CONSENT AGENDA**
 - a. Approve minutes from September 22, 2022 Regular Meeting.
 - i. Minutes were presented from the September 22, 2022, meeting. A motion was made by Brenda Starnes to approve the minutes and seconded by Mindy Martin. Motion passed unanimously.

6. BOARD SELECTION NOMINEES

- a. Dillon gave an update on the Nominating Committee's selections. He stated that Dr. Miller from NCTC has agreed to be on the ballot, as well as Kristi Hamilton from Premiere Real Estate. Bailee Tierce from Moss & Metal and Eskai Price both declined to be placed on the ballot. Dillon requested at least two more nominees.

7. LINDMARK OUTDOOR MEDIA

- a. Jennifer Shumate requested approval to pay \$4,930 for the final invoices for the billboard we had for the DDA. The contract has been confirmed to be canceled; however, 60 days notice was required which resulted in the billboard remaining up after the initial ending date perceived to be May 20, 2022. Brenda Starnes made a motion to approve the payment of \$4,930 for the final invoices to Lindmark Outdoor Media and seconded by Jennifer Popp. Motion passed unanimously.

8. MEMBERSHIP DIRECTORY

- a. Jennifer Shumate stated that the Gainesville Daily Register has asked if the Chamber would like to partner with them to create a membership directory. The costs would be covered through advertisements paid for by the members and distributed by the Chamber. After further discussion on the details of the arrangement, Jennifer suggested the item be tabled until further research can be completed. Austin Reiter made a motion to table the membership directory and seconded by Brenda Starnes. Motion passed unanimously.

9. EXECUTIVE DIRECTOR TO ATTEND TEXAS CHAMBER OF COMMERCE EXECUTIVES - CENTER FOR CHAMBER OF COMMERCE EXCELLENCE CERTIFICATE

- a. Jennifer Shumate requested approval to attend a three year professional education program through Texas A&M in February. Megan Anderle made a motion to approve Jennifer Shumate attending the program with a cost not to exceed \$2,000 and seconded by Jennifer Popp. Motion passed unanimously.

10. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy stated the last week was Agriculture Day and requested Austin Reiter to give further updates. Austin reported that the day went well and the class enjoyed all the business stops. Mindy stated that it was suggested for next year that it would be nice to add a winery stop due to the growth of the grapes.
- b. Downtown Development –
 - i. Brenda was unable to attend the recent meeting so Jennifer Shumate gave a brief update. Jennifer stated there were about 20 in attendance and they voted in their new committee chairs. They voted to spend roughly \$14,000 to hang year round lights down California St. They also voted to look into more advertising options.
- c. Ambassadors Program –
 - i. Megan reported that they had their monthly meeting at the beginning of this month. Taco Casa was the September Business of the Month and April Wright was the September Ambassador of the Month. An estimated 12 to 15 ambassadors were in attendance. We had a Ribbon Cutting at Golden Chick yesterday and presented the BOM to Taco Casa. Jennifer reported that we will be holding an Ambassadors Luncheon as a thank you to them.
- d. Farmers Market –
 - i. Jennifer stated that there have been multiple events held there and more to come. Depot Day, The Downtown Pumpkin Patch and Movie Night are a few, as well as Zoobilee and Scare on the Square which are scheduled to happen. We would like to create a committee for the Farmers Market starting in January.
- e. Chamber Banquet –
 - i. Brenda was unable to attend the meeting so Mindy gave an update. She stated that the theme, "Paint the Town Red," has been decided. We are reaching out to Vine and Branches to see if they will sponsor again to decorate. Mindy requested that we start getting award nominees submitted.
- f. Golf Tournament –
 - i. Dillon reported that there were no updates at this time.
- g. Summer Sounds –
 - i. Chris reported that there were no updates at this time.

- h. Depot Day -
 - i. Brenda reported that Depot Day went very well with multiple positive comments. The local entertainment was a success. Jennifer stated that a survey was sent out to the vendors for feedback with most of it being positive. We had 76 total vendors with two not showing up. Megan stated that Harper Jane gave a positive comment saying that the crowd was much better going to her store than in years past when the event was held on the Square. Jennifer reported that 50 people used the provided shuttle and very few punch cards were turned in.
- i. Scare on the Square -
 - i. Jennifer Shumate reported that we have a sponsored photo booth, 24 booths at the Farmers Market, and roughly the same amount of participation from the DDA businesses.
- j. Taco 'Bout Thanks -
 - i. Austin stated that next month we will cook for everyone. He asked that everyone arrive at 6:00am to get started. Jennifer reported that we have sent out an email to all members reminding them about the event.
- k. Christmas Parade -
 - i. Dillon gave an update about the most recent meeting. Line-up is going to remain the same as it was last year. Suggestions were given on where to find a chair to use for Santa pictures. We are working to secure a Grand Marshall. David Spiller is not available, but we will be contacting Mayor Moore.

11. ADJOURN MEETING

- a. A motion was made by Mindy Martin to adjourn the meeting at 8:55am and seconded by Jennifer Popp. Motion passed unanimously.

Dillon Ott
2022 Chairman of the Gainesville Area Chamber of Commerce