



BOARD OF DIRECTORS MEETING
Thursday, September 22, 2022
EMAIL

MINUTES

APPROVAL OF MINUTES – Minutes were presented from the August 23, 2022 meeting and were approved via email response by all ten (10) voting board members.

PRESENTATION OF FINANCIALS – The financials from Shalk and Smith for the month of August 2022 were presented.

MEMBERSHIP REPORT –

- 1) New and Dropped Member Report. New members for August were as follows: Abundant Life Insurance Solutions, PLLC, Dison Personal Assistant, Cooke Conundrum, Grandma's House Bakery, Interstate Trailers of North Texas, Southern Shade Solutions, Affili-Fit, LLC. New members were approved via email response by all ten (10) voting board members. Dropped member for the month of August was Whitney Delcourt / Irick Real Estate.

BUSINESS:

No Business for September.

COMMITTEE REPORTS:

- 1) Leadership Gainesville
 - a) Leadership Gainesville had their first class, the Meet & Greet, on Thursday, September 8, 2022 at the Train Depot. Every member of the class was in attendance as well as the committee members (short one). The class was given the opportunity to meet and network with one another, have a headshot taken, and then rules and information about Leadership Gainesville were discussed. The event lasted just short of an hour.
 - b) The next class for Leadership Gainesville will be Agriculture Day and is scheduled for Wednesday, October 12, 2022.
 - c) A note is that we no longer have use of the NCTC Van for transporting the class to the different locations. If any of you have suggestions please share with Jennifer Shumate.
- 2) Downtown Development
 - a) The Downtown Development Association has had a lot more activity than in months prior. In August, a very successful sidewalk sale was held after much promotion and in September, they hosted their annual Shop & Pop event. The Chamber of Commerce has not heard reports of the success of this event as of yet. Nominations for the DDA Executive Committee were sent out on Friday, September 9, 2022 and are due back (via Jotform) by Thursday, September 29, 2022. A ballot will be sent to all members on Monday, October 3, 2022 and will be due back by 5:00pm on Thursday, October 13, 2022 with winners announced at the quarterly association meeting. The next Downtown Development Association meeting is scheduled for Thursday, October 13, 2022 at a location that will be determined.
- 3) Ambassador Program

- a) The Ambassador Program has seen a small increase in members attending functions with several new members at both Rise & Shine and Ribbon Cuttings. There were 15 members present for the September meeting. Cassidy Westover was the August Ambassador of the month and First United Bank was selected as the August Business of the month.
- 4) Farmers Market
 - a) The Farmer's Market was a little quiet on our end for the end of August due to back to school but is picking up steam. Nortex Communications hosted a movie night on Saturday, September 10, 2022 and showed Mitchell's Versus the Machines. Between boosting by the Chamber of Commerce (\$50.00) and Nortex Communications it was probably the best attended of the year with approximately 150 in attendance. For the month of October the Farmer's Market is being used weekly for large events.
- 5) Chamber Banquet
 - a) The first meeting of the Banquet Committee is scheduled for Tuesday, October 18, 2022.
- 6) Golf Tournament
 - a) Nothing to report.
- 7) Summer Sounds
 - a) A Summer Sounds Committee Meeting was held to begin discussions for Summer Sounds 2023. No new news to report at this time.
- 8) Depot Day
 - a) There are over 70 booths (both trade and food). The map is 99% complete of all booth locations with only minimal tweaking required. Vendor applications are closed at this time.
 - b) We have 24 sponsorships of varying levels. Banners are currently being updated for the sides of the stage.
 - c) A QR code will be used for the map rather than the arrows on the sandwich boards. All sandwich boards are being reprinted with the QR code and different logos in response to the location they will be placed in. Sandwich boards are being printed for re-use in coming years (same QR code) and logos.
 - d) Volunteers are still needed. If you know of anyone wishing to volunteer please have them contact me and we can get them set up.
- 9) Scare on the Square
 - a) The Committee met on Wednesday, September 14, 2022 and much of the event will remain the same as 2021.
 - b) We will be looking for a new volunteer to decorate the photo booth that sits beside the Chamber of Commerce booth.
 - c) Currently have eight sponsors, 20 booths at the Farmer's Market, and 17 downtown businesses registered to participate. The map for Scare on the Square is updated and we hope to have it in QR code format as well. Judges are needed for the Costume Contest.
- 10) Taco 'Bout Thanks
 - a) The Committee met on Wednesday, September 14, 2022 and it was decided to once again serve breakfast tacos. The previous order was reviewed and minimal changes were made. Jennifer Shumate will get with Dillon Ott (for Sysco contact) to get the order placed.
 - b) The Committee did decide on a date change because of the Civic Center availability. The new date is now, **Thursday, November 10, 2022**.
- 11) Christmas Parade
 - a) The Committee will be meeting on Tuesday, October 4, 2022.

DIRECTORS REPORT

- 1) Board Selection Committee
 - a) Dillon Ott, Brenda Starnes, and Mindy Martin.
 - b) Jennifer Shumate will contact board members that may be coming to the end of their term to discuss if they would like to stay on or roll off and then nominations will be made and brought to the Board for approval.
- 2) Location for December Mixer hosted by the Chamber (Hold December 8, 2022?)
 - a) Ideas welcome. For years past it was held at The Pub and in 2021 Dechain Cellars.
- 3) Update on larger employer membership dues.
 - a) Jennifer Shumate and Ashley Collett are still collecting information as we have found some larger employers listed differently. This is still an ongoing project that we hope to present a final finding and proposed change in October or November.
- 4) RRVTA Meeting
 - a) Gainesville hosted a successful meeting of the Red River Valley Tourism Association on Thursday, September 8, 2022. It was attended by several cities all along the Red River. Gainesville will host again in August of 2023.
- 5) North Texas Chamber Executives Luncheon
 - a) Jennifer Shumate will be attending the monthly luncheon of the North Texas Chamber Executives on Monday, September 26, 2022 in Grapevine, TX.

ADJOURN