



## BOARD OF DIRECTORS MEETING

Krootz Brewing Company located at 315 W. Elm Street, Gainesville, TX 76240.  
**Thursday, December 8, 2022 | 4:00 PM**

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

**DIRECTORS ELECT PRESENT:** Darin Allred, Kristi Hamilton, Dr. Van Miller

**DIRECTORS ABSENT:** Leslie Crutsinger

**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 4:03 P.M.
2. **INVOCATION:** Invocation was given by John Walterscheid.
3. **PUBLIC COMMENTS**
  - a. None in attendance
4. **STAFF REPORTS**
  - a. No Presentation of Financials due to early meeting. Financials will be emailed out mid-December.
    - i. Dillon Ott reiterated that we do not currently have financials at this time due to this being an early scheduled meeting.
  - b. **OTHER STAFF UPDATES**
    - i. Jennifer Shumate advised the board that the Chamber staff is and will be for the foreseeable future working on the back end items at the Chamber office to get better organized.
    - ii. Jennifer Shumate reminded everyone that City offices, which includes the Chamber office, will close at noon on December 23rd, 2022 and remain closed on December 26th, 2022.
5. **CONSENT AGENDA**
  - a. Approve minutes from November 17, 2022 Regular Meeting.
    - i. Minutes were presented from the November 17, 2022, meeting.
  - b. Membership report for November. Approve new and dropped members.
    - i. The New and Dropped Members reports were presented from November.

A motion was made by John Walterscheid to approve both consent items (minutes and new/dropped members) and a second by Jennifer Popp. Motion passed unanimously.
6. **APPROVE NEW BOARD MEMBERS**
  - a. Darin Allred - North Texas Medical Center
  - b. Kristi Hamilton - Premiere Real Estate
  - c. Dr. Van Miller - North Central Texas College

A motion was made by Austin Reiter to approve the three (3) new board members and a second by Mitchell Shauf. Motion passed unanimously.
7. **APPROVE BANQUET COMMITTEE TO SPEND MONEY ON PROMOTIONAL ITEM FOR ATTENDEES.**
  - a. Jennifer Shumate presented a quote for 350 red magnetic koozies from Gandy, Inc. totaling \$1,925.00. A motion was made by Megan Anderle to approve spending \$1,925.00 on the

promotional item for the Annual Meeting and Awards Banquet and was seconded by Claudia Gomes. Motion passed unanimously.

**8. APPROVE BANQUET THEME.**

- a. Jennifer Shumate reported that the Banquet Committee decided on the theme “Paint the Town Red” for the 2023 Annual Meeting and Awards Banquet. Dillon Ott stated that a motion was not needed to approve the 2023 Banquet theme, “Paint the Town Red.”

**9. CONSIDER, DISCUSS, AND POSSIBLY APPROVE LARGE EMPLOYEE COUNT MEMBER DUES.**

- a. Dillon Ott stated that multiple discussions have been had on this topic and previously 200+ employee count members had a negotiated dues rate. Jennifer Shumate presented two (2) members as examples stating that in 2018 dues were changed from a flat rate to being based on employee count; however, not all members were transitioned into the new fee schedule. Jennifer Shumate opened the floor to discussion about the possibility of raising membership dues, as well as bringing more uniformity on dues to the large employee count members starting in 2023. Jennifer Shumate proposed adding due amounts for 201 - 400 employees at \$1,200.00, 401 - 800 employees at \$1,500.00, 801 - 1,000 employees to \$2,000.00, and 1,001+ employees at a negotiated rate. John Walterscheid expressed concern about the effect a dues increase could have on our small business members. A motion was made by Jennifer Popp to approve the new dues schedule for members with employee counts between 201 and 1,000 as stated above and was seconded by John Walterscheid. Motion passed unanimously.
- b. Jennifer Shumate stated we will create a committee to research and discuss a potential dues increase for 2024 and will add this item to the January 19, 2023 Board meeting agenda.

**10. COMMITTEE REPORTS**

- a. Leadership Gainesville –
  - i. Mindy Martin stated that the class will be traveling to Austin December 14-15, 2022 and are very excited. Jennifer Shumate added that Glenn Polk Auto Group is allowing the Chamber to borrow a 15 passenger van for the trip.
- b. Downtown Development –
  - i. Brenda Starnes stated that the next Downtown Development Association (DDA) meeting will be held on January 12, 2023. Their next event, Jingle & Mingle, will be held on December 10th, 2022. Jennifer Shumate reported that the Ladies Night event on November 17, 2022 was extremely successful. Megan Anderle stated that Bungalow 123 was pleased with the lights that were hung down California St.
- c. Ambassadors Program –
  - i. Megan Anderle reported that the Ambassadors enjoyed a luncheon for their December 7, 2022 meeting. Cheryl Gomez was selected as the November Ambassador of the Month and Tierra Real Estate was selected for the November Business of the Month. Megan Anderle added that the Ambassadors shared their compliments of the Chamber staff and are pleased with the direction of the Chamber.
- d. Farmers Market –
  - i. Jennifer Shumate stated there were not many events happening at the Farmers Market in November. Jennifer Shumate mentioned that there is a movie scheduled for December 10, 2022 sponsored by Modern Woodmen Fraternal Financial.
- e. Chamber Banquet –
  - i. Jennifer Shumate stated that the Banquet committee had selected potential nominees for the Legacy Award, Member of the Year Award and New Member of the Year Award. The Board will be asked to approve the nominees through an email vote. Jennifer Shumate reminded everyone that the Banquet will be held on March 2, 2023 in the North Central Texas College gym. Vine & Branches has agreed to decorate again. Voting to approve a caterer will be on the January 19, 2023 agenda.
- f. Golf Tournament –
  - i. John Walterscheid has agreed to continue assisting on the Golf Tournament committee. John Walterscheid reminded everyone that the Golf Tournament will be held on May 5, 2023 with a 1:00 P.M. tee time. John Walterscheid has asked that we start contacting caterers to collect quotes.
- g. Summer Sounds –
  - i. Chris McNamara reported that there were no updates at this time.

- h. Depot Day -
  - i. Brenda Starnes reported there were no updates at this time.
- i. Scare on the Square -
  - i. Claudia Gomes reported that there were no updates at this time
- j. Taco 'Bout Thanks -
  - i. Austin Reiter stated that he has confirmed the First State Bank Conference Center for Taco 'Bout Thanks in 2023.
- k. Christmas Parade -
  - i. Dill Ott stated that the parade went very well. Jennifer Shumate reported that Tierra Real Estate won the Mayor's Cup, Nortex Communications won the Christmas Star Award, Glenn Polk Auto Group won the Santa's Sleigh Award, Lil' Leopards Learning Ladder won the Holly Jolly Youth Award, Victory Life Tabernacle won the Jingle Bells Award, 4 H Courageous Canines won the Reindeer Friends Award, and Matthew McGhee won the Holiday Spirit Award. Jennifer Shumate stated that there has been a tremendous amount of positive feedback and the event went very smoothly.

#### **11. ADJOURN MEETING**

- a. A motion was made by John Walterscheid to adjourn the meeting at 4:37pm and seconded by Mitchell Shauf. Motion passed unanimously.

---

**Dillon Ott**

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