



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX
Thursday, January 19, 2023 | 8:00 AM

DIRECTORS PRESENT: Chair: Brenda Starnes, Vice Chair: Jennifer Popp, Past Chair: Dillon Ott, Austin Reiter, Claudia Gomes, Megan Anderle, Chris McNamara, Darin Allred, Kristi Hamilton, Dr. Van Miller

DIRECTORS ABSENT: Chair Elect: Mindy Martin, Mitchell Shauf

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

1. **CALL TO ORDER:** Brenda Starnes called the meeting to order at 8:01 A.M.
2. **INVOCATION:** Invocation was given by Dillon Ott.
3. **PUBLIC COMMENTS**
 - a. None in attendance
4. **STAFF REPORTS**
 - a. Presentation of Financials - Month ending December 31, 2022
 - i. Brenda Starnes presented the financials from Schalk & Smith for the month of December. Darin Allred inquired about the average balance of the Summer Sounds account. Jennifer Shumate stated that to her knowledge the balance is higher than it has been in previous years, but this is due to spending less on bands in 2022 and making more in beer sales during the 2022 Summer Sounds concerts.
 - a. OTHER STAFF UPDATES
 - i. Jennifer Shumate reported that we are continuing to audit ChamberMaster to ensure that all of our members are being invoiced properly, as well as changing their web access to “enhanced” so that all members are able to have full capabilities to add images and other business information to our website.
 - ii. Ashley Collett gave a brief update on the progress that has been made on organizing our Quickbooks reports and past due reports
 - iii. Jennifer Shumate reported that we are having difficulty finding a firm to complete an audit for the Chamber since many companies are not offering that service anymore.
 - b. DiscoverGainesvilleTX.com and VisitGainesvilleTX.com domain names to be purchased.
 - i. Jennifer Shumate stated that we would like to purchase the “DiscoverGainesvilleTX.com” and “VisitGainesvilleTX.com” domain names now so that we will own them when we are ready to begin a visitor’s website. For now, they would take visitors back to the Gainesville Chamber of Commerce website.
 - c. Jennifer Shumate out February 6-9, 2023 at the CCCE Conference.
 - i. Jennifer Shumate reminded everyone that she will be out of the office February 6th through February 9th, 2023 attending the Chamber of Commerce Center for Excellence Conference in College Station.
5. **CONSENT AGENDA**
 - a. Approve minutes from December 8, 2022 Regular Meeting
 - i. A motion was made by Jennifer Popp to approve the minutes from the December 8, 2022 meeting and was seconded by Claudia Gomes. Motion passed unanimously.
 - b. Membership report for December. Approve new and dropped members.
 - i. A motion was made by Megan Anderle to approve the new members and was seconded by Dr. Van Miller. Motion passed unanimously.

6. SIGNATURE CARDS

- a. Approval to:
 - i. Remove Dillon Ott from signature cards
 - ii. Add Jennifer Popp to signature cards
 1. Jennifer Shumate stated that we need to remove Dillon Ott from all of the Chamber bank signature cards and add Jennifer Popp, Vice Chair, to all of the Chamber bank signature cards. No other signers need to be removed or added.
- b. Approval for the following banks:
 - i. 4U Credit Union
 - ii. First State Bank
 - iii. Muenster State Bank
 - iv. Simmons Bank
 1. A motion was made by Darin Allred to approve removing Dillon Ott as a signer and adding Jennifer Popp, Vice Chair, as a signer to all of the signature cards at 4U Credit Union, First State Bank, Muenster State Bank, and Simmons Bank, and was seconded by Kristi Hamilton. Motion passed unanimously.

7. BANQUET CATERING

- a. Approval for Executive Director to sign catering contract with Sarah's on the Square for the Annual Meeting and Awards Banquet (proposed menu attached).
 - i. Jennifer Shumate stated the exact dollar amount that will be paid for catering can not be determined until we know how many tickets are sold for the banquet. The contract states the amount as \$15.95 per person which could give us a total of \$5,582.50 if we sold out at 350 tickets. Jennifer Shumate added that the only change to the menu attached is the dessert which will be cheesecake instead of buttermilk pie. A motion was made by Darin Allred to approve up to \$6,000 for the catering at the Annual Meeting and Awards Banquet and was seconded by Jennifer Popp. Motion passed unanimously.

8. GOLF BALL ORDER

- a. Approval for the Executive Director to spend up to \$2,099.65 for golf balls.
 - i. Jennifer Shumate stated that the Golf Committee will be meeting on Tuesday, January 24th, 2023 to approve the Golf Tournament flyer which could allow a discount of \$3.00 per dozen. A motion was made by Austin Reiter to approve spending up to \$2,100 on golf balls and seconded by Dr. Van Miller. Motion passed unanimously.

9. CONSIDER, DISCUSS, AND POSSIBLY APPROVE PURCHASING CD'S.

- a. Jennifer Shumate stated she would like to look into purchasing CD's for the Chamber as a way to earn interest on funds not being used in Chamber bank accounts at no risk. Kristi Hamilton suggested only using half of the funds available so that we would still have immediate access to the other half if needed in an emergency. Dillon Ott suggested doing further research to see what options the financial institutions are offering.

10. CONSIDER, DISCUSS, AND POSSIBLE APPROVE UPDATED LEGACY AWARD RECIPIENT FOR THE ANNUAL MEETING AND AWARDS BANQUET.

- a. Jennifer Shumate reported that after doing further research, we discovered our previously selected Legacy Award Recipient for 2023 had actually already received the award in 2018. The Banquet Committee would like to change the 2023 recipient. A motion was made by Jennifer Popp to approve the update to the 2023 Legacy Award Recipient and seconded by Darin Allred. Motion passed unanimously.

11. GROWTH ZONE INVOICE

- a. Approval to pay Growth Zone invoice in the amount of \$4,459.00 for year 2023.
 - i. Jennifer Shumate reported that our dues have increased since 2022 with the addition of a \$600 fee for us including the capability for members to pay their invoices online. A motion was made by Austin Reiter to approve paying the \$4,459 and seconded by Dr. Van Miller. Motion passed unanimously
- b. Consider, Discuss, and Possibly approve no longer accepting payments via Growth Zone due to increasing costs associated with service.

- i. Dillon Ott stated that the convenience of paying online outweighs the cost associated with having the feature. Jennifer Popp agreed with Dillon Ott stating that many of our members are small business owners that can appreciate being able to easily pay from their phone or computer.

12. 2023 COMMITTEE UPDATE.

- a. Jennifer Shumate asked Darin Allred, Kristi Hamilton, and Dr. Van Miller to sign up for the Chamber committees they would like to participate in and reminded them that they are required to sit on at least two (2). Jennifer Shumate also stated that any of the other Board members may also request to be placed on a different committee if they would like at this time.

13. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Jennifer Shumate reported that this month the class participated in County Government Day and next month will be Education Day. Jennifer Shumate stated that Leslie Crutsinger will be managing that schedule. Jennifer Shumate added that only one person was not able to attend due to a family illness.
- b. Downtown Development –
 - i. Dillon Ott reported that the DDA had their meeting on January 12th, 2023 and discussed ways to use their overage funds. Dillon Ott stated the DDA is still working through plans for the mural, but are unable to find a good location for it. Jennifer Shumate added they are going to be working on re-writing their By-Laws.
- c. Ambassadors Program –
 - i. Jennifer Shumate reported that the ambassadors had their meeting on January 4th, 2023 where they announced that Tony Avila was the December 2022 Ambassador of the Month and they voted Gainesville Lion's Club as the December 2022 Business of the Month. Jennifer Shumate stated there is now an app the ambassadors can use to check in and nominate businesses on.
- d. Farmers Market –
 - i. Jennifer Shumate stated there were not many events happening at the Farmers Market in Winter. Jennifer Shumate mentioned that there is one movie left to sponsor for 2023.
- e. Chamber Banquet –
 - i. Jennifer Popp reported that the meeting was postponed until January 24th, 2023. Jennifer Popp stated that decorating and other minor details are all that is left to discuss. Jennifer Shumate reminded everyone that Board members are required to submit two (2) silent auction items each.
- f. Golf Tournament –
 - i. Dillon Ott reported that the committee will be meeting on January 24th, 2023. Dillon Ott stated that once the flyer is approved, we should get a discount on the golf balls. Dillon Ott reminded everyone that the date for the tournament will be Friday, May 5th, 2023.
- g. Summer Sounds –
 - i. Chris McNamara reported that the committee will be meeting following the conclusion of the Board meeting.
- h. Depot Day -
 - i. Brenda Starnes reported there were no updates at this time.
- i. Scare on the Square -
 - i. Claudia Gomes asked if the Board would like to select a date now. Jennifer Shumate stated that Chamber Staff has reserved the Farmer's Market for Saturday, October 28th, 2023 from 2:00 P.M. to 4:00 P.M. The Board accepted the date of October 28th, 2023 for the Scare on the Square event.
- j. Taco 'Bout Thanks -
 - i. Austin Reiter reported there were no updates at this time.
- k. Christmas Parade -
 - i. Dill Ott reported there were no updates at this time, but requested that everyone start thinking of a theme.

14. ADJOURN MEETING

- a.** A motion was made by Claudia Gomes to adjourn the meeting at 8:38 A.M. and seconded by Megan Anderle. Motion passed unanimously.

Brenda Starnes

2023 Chairman of the Gainesville Area Chamber of Commerce