



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX
Thursday, February 16, 2023 | 8:00 AM

DIRECTORS PRESENT: Chair: Brenda Starnes, Chair Elect: Mindy Martin, Past Chair: Dillon Ott, Austin Reiter, Claudia Gomes, Megan Anderle, Chris McNamara, Kristi Hamilton, Dr. Van Miller, Chyna Vincent

DIRECTORS ABSENT: Vice Chair: Jennifer Popp, Darin Allred

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

1. **CALL TO ORDER:** Brenda Starnes called the meeting to order at 8:05 A.M.
2. **INVOCATION:** Invocation was given by Austin Reiter.
3. **PUBLIC COMMENTS**
 - a. None in attendance
4. **STAFF REPORTS**
 - a. Presentation of Financials - Month ending January 31, 2023
 - i. Brenda Starnes presented the financials from Schalk & Smith for the month of January.
 - a. OTHER STAFF UPDATES
 - i. Jennifer Shumate stated that Chamber staff is continuing to reach out to members and working to make sure each member is receiving contact through either a phone call or in person visit.
 - ii. Jennifer Shumate stated that we have started a “task force”, which will include our Ambassadors, that will go make visits to non-member businesses.
 - iii. Jennifer Shumate stated that we have started a “Member Spotlight” that will begin once we have collected two months worth of member information. Jennifer Shumate added this information will be posted to our social media pages, as well as included in our corkboard.
 - iv. Jennifer Shumate reported that we have begun organizing the “Culture Committee” that will focus on the murals and culture in Gainesville. Jennifer Shumate stated this committee includes Paige Davidson, Katie Brinkley, Joe Conner, and Cathy Farquhar.
 - v. Jennifer Shumate gave a brief report about our current past due payment status.
 - b. CCCE Conference Update
 - i. Jennifer Shumate gave a brief report on the information she learned at the Center for Chamber of Commerce Excellence Conference.
 - c. Jennifer Shumate out March 13-18, 2023
 - i. Jennifer Shumate reminded everyone that she will be out of the office from March 13th, 2023 through March 18th, 2023.
5. **CONSENT AGENDA**
 - a. Approve minutes from January 19, 2023 Regular Meeting.
 - i. A motion was made by Mindy Martin to approve the minutes from January 19th, 2023 and was seconded by Claudia Gomes. Motion passed unanimously.
 - b. Membership report for January. (Correction to agenda) 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. APPROVAL TO SPEND FUNDS IN REGARDS TO SUMMER SOUNDS CONCERT SERIES.

- a. Approval to utilize \$40,000 budget for Summer Sounds.
 - i. \$4,950.00 for sound and lighting (\$2,75.00 due now)
 - ii. Approval to sign contracts up to \$10,000.00 for multiple bands.
 - 1. Jennifer Shumate stated that asking for approval to utilize the budget and sign the contracts this way was the most efficient way to complete the planning of Summer Sounds, but assured everyone that the committee would remain within budget. A motion was made by Dr. Van Miller to approve the utilization of the \$40,000.00 budget for Summer Sounds towards sound, lighting, and multiple bands and was seconded by Mindy Martin. Motion passed unanimously.

7. CONSIDER, DISCUSS, AND POSSIBLY APPROVE REFUND POLICY.

- a. Jennifer Shumate stated that we currently don't have a policy in place in regard to refunds. Jennifer Shumate stated that the proposed policy does offer partial refunds depending on the number of days before the event, unless sponsorship recognition has already been given. Brenda Starnes requested that we include a clause that pertains to "Acts of God." A motion was made by Chyna Vincent to approve the refund policy and was seconded by Mindy Martin. Motion passed unanimously.

8. CONSIDER, DISCUSS, AND POSSIBLY APPROVE ADVERTISING ON KFWR/KRVF "THE RANCH" ON A WEEKLY BASIS.

- a. Jennifer Shumate stated that the Farmers Market account funds are set aside to be used for advertising which is where the funds for these advertisements would come from. Jennifer Shumate added that these advertisements would begin in April and could be used for all of our events throughout the year. A motion was made by Kristi Hamilton to approve spending \$17,332.00 on option #2 advertising plan on KFWR/KRVF "The Ranch" and was seconded by Austin Reiter. Motion passed unanimously.

9. APPROVAL TO SPONSOR FIESTA NIGHT IN THE AMOUNT OF \$4,000.00 TO BE PAID FROM THE FARMER'S MARKET LINE ITEM.

- a. Jennifer Shumate stated that we have been a sponsor of this event with Gainesville ISD in the past, but this year we will be paying the school directly as a sponsor rather than paying the bands directly. A motion was made by Austin Reiter to approve spending \$4,000.00 on Fiesta Night and was seconded by Megan Anderle. Motion passed unanimously.

10. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy Martin reported that this month the class participated in Education Day. Mindy Martin stated the class toured the NCTC campus and asked Chyna Vincent to provide her feedback from the day since she is currently in the class. Chyna Vincent stated that she enjoyed the tour of the various schools and was surprised to learn how advanced NCTC is with the technology they offer. Jennifer Shumate added that the class project will be planting a tree on the "Homegrown Heroes Walking Trail" with a plaque dedicated to Veterans and first responders.
- b. Downtown Development –
 - i. Jennifer Shumate reported that the "Love Big Shop Local Bash" on February 11th, 2023 was very successful with many businesses reporting they had a high volume of sales for the day. Jennifer Shumate reminded everyone that the Gainesville Wine Stroll is scheduled for April 1st, 2023.
- c. Ambassadors Program –
 - i. Megan Anderle reported that the Ambassadors were unable to meet this month due to the weather.
- d. Farmers Market –
 - i. Jennifer Shumate reported that March 11th, 2023 will be the first Movie Night, and that our March Mixer will be at the Farmers Market as well on March 23rd, 2023.
- e. Chamber Banquet –
 - i. Jennifer Shumate reported that we have currently sold 211 tickets out of 350 total available. Jennifer Shumate reported that in 2022 the total number of votes submitted for award nominees was 371 and in 2023 the total number of votes submitted for award nominees was 765. Kristi Hamilton inquired about the silent auction items asking if the

Board members needed to donate items or ask businesses. Jennifer Shumate stated that the silent auction items can be a combination of Board member donations and business donations. Brenda Starnes requested that the list of attendees from 2022 be sent to the Banquet committee.

- f. Golf Tournament –
 - i. Dillon Ott reported that the committee is looking into ideas for the gift attendees receive. Jennifer Shumate reported that we currently have 28 out of 34 available teams signed up.
- g. Summer Sounds –
 - i. Chris McNamara reported that this year there will only be two bands for each date instead of three since it is hot during that time. Chris McNamara stated that we are looking into changing beer distributors and have visited with Ben E. Keith.
- h. Depot Day -
 - i. Brenda Starnes reported that the committee will begin meeting after the Banquet.
- i. Scare on the Square -
 - i. Claudia Gomes reported there were no updates at this time.
- 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.

11. ADJOURN MEETING

- a. A motion was made by Dr. Van Miller to adjourn the meeting at 8:36 A.M. and seconded by Mindy Martin. Motion passed unanimously.

Brenda Starnes
2023 Chairman of the Gainesville Area Chamber of Commerce