



## BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX  
Thursday, April 20, 2023 | 8:00 AM

**DIRECTORS PRESENT:** Chair: Brenda Starnes, Chair Elect: Mindy Martin, Vice Chair: Jennifer Popp, Past Chair: Dillon Ott, Austin Reiter, Claudia Gomes, Megan Anderle, Dr. Van Miller, Chyna Vincent, Darin Allred

**DIRECTORS ABSENT:** Chris McNamara, Kristi Hamilton

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

1. **CALL TO ORDER:** Brenda Starnes called the meeting to order at 8:00 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 March 31, 2023
    - i. Brenda Starnes presented the financials from Schalk & Smith for the month of March.
  - a. **OTHER STAFF UPDATES**
    - i. Jennifer Shumate reported that we have spoken to the company, Hankins Eastup, which had previously completed our audit in 2016, and they will be able to complete an audit for us before the end of 2023. Jennifer Shumate added that we have read the 2016 audit and have been following the requests outlined.
    - ii. Jennifer Shumate stated that we are going to be upgrading our Quickbooks program to Quickbooks online. Jennifer Shumate stated that the current program we operate on in Quickbooks will no longer be offered after May 31, 2023 and the Chamber computers don't have the storage capacity to download the current version of Quickbooks Desktop.
    - iii. Jennifer Shumate stated that the mural committee has met, which includes Katie Brinkley, and is planning to submit a proposal to the Cooke County Commissioners to have a mural painted on the wall of the Texas Department of Public Safety building. Jennifer Shumate stated that the meeting with the Cooke County Commissioners will take place on May 19, 2023.
    - iv. Jennifer Shumate shared the radio advertisement that is currently playing on 95.9 The Ranch and advised that the advertisement will change the first week of May to focus on Summer Sounds.
    - v. Jennifer Shumate stated that Chamber staff is still actively working on collecting past due membership payments.
5. **CONSENT AGENDA**
  - a. Approve minutes from February 16, 2023 Regular Meeting.
    - i. A motion was made by Austin Reiter to approve the minutes from February 16th, 2023 and was seconded by Dr. Van Miller. Motion passed unanimously.
  - b. Membership report for February 15-April 18, 2023. Approve new and dropped members.
    - i. Jennifer Shumate reported that the majority of the dropped members were from significantly past due accounts, but that we have started contacting members by 90 days and setting a 120 day past due drop rule. A motion was made by Jennifer Popp to approve the new members and was seconded by Chyna Vincent. Motion passed unanimously.

- 6. APPROVAL TO SPEND FUNDS UP TO \$2,500.00 IN REGARDS TO SUMMER SOUNDS CONCERT SERIES.**
  - a. Approval to purchase insurance for Summer Sounds in May.
    - i. Quote cannot be obtained until May 1, 2023.
    - ii. 2022 insurance cost \$1,495.00 for all three events.
      1. Jennifer Shumate stated that she does not anticipate the quote for insurance exceeding \$2,500.00, but set the requested dollar amount at this number to cover an expected increase in the insurance cost from 2022. A motion was made by Megan Anderle to approve the use of funds towards insurance for the Summer Sounds concert series up to \$2,500.00 and was seconded by Mindy Martin. Motion passed unanimously.
- 7. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE PURCHASE OF AN ANNUAL LIABILITY POLICY IN THE AMOUNT OF \$3,276.00 COVERING ALL OFF-PREMISE EVENTS AND ACTIVITIES UNDER THE SPONSORSHIP OF THE CHAMBER OF COMMERCE AND ALL ENTITIES ACTING UNDER THE CHAMBER UMBRELLA, INCLUDING BUT NOT LIMITED TO: Leadership Gainesville, Board of Directors, Downtown Development Board, and all Ambassador activities.**
  - a. Policy does not include insurance for Summer Sounds.
  - b. There is an increase of \$212.00 over year prior. This is the first increase in three years.
    - i. Jennifer Shumate reminded everyone that this policy covers the Board members, Ambassadors, and volunteers that represent the Chamber at events. A motion was made by Dr. Van Miller to approve the purchase of an annual liability policy in the amount of \$3,276.00 and was seconded by Jennifer Popp. Motion passed unanimously.
- 8. CONSIDER, DISCUSS, AND POSSIBLY APPROVE MOVING DDA BANK ACCOUNT FROM 4U CREDIT UNION TO FIRST UNITED BANK.**
  - a. Brenda Starnes stated that we would like to close the Downtown Development Association (DDA) account at 4U Credit Union and open a new account for the DDA at First United Bank with the same signers on the new account. A motion was made by Austin Reiter to approve closing the DDA account at 4U Credit Union and opening a new DDA account at First United Bank and was seconded by Claudia Gomes. Motion passed unanimously.
- 9. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE PURCHASE OF TWO TRASH CANS TOTALING \$2,712.00 FOR THE DOWNTOWN DISTRICT FROM DDA FUNDS.**
  - a. Jennifer Shumate stated that Johnny Leftwich is the one who will be making the purchase and the new trash cans will match the ones currently in the Downtown District. Jennifer Shumate added that the DDA does have the funds in their budget to cover this expense and they have approved this purchase as well. A motion was made by Darin Allred to approve the purchase of two trash cans for the amount of \$2,712.00 and was seconded by Jennifer Popp. Motion passed unanimously.
- 10. CONSIDER, DISCUSS, AND POSSIBLY APPROVE CHANGES TO DOWNTOWN DEVELOPMENT ASSOCIATION BY-LAWS.**
  - a. Brenda Starnes stated that the DDA has already voted to approve the proposed changes to the by-laws. A motion was made by Chyna Vincent to approve the changes to the Downtown Development Association by-laws and was seconded by Mindy Martin. Motion passed unanimously.
- 11. COMMITTEE REPORTS**
  - a. Leadership Gainesville –
    - i. Mindy Martin reported that there is only one class day left where they will go to NTMC and Camp Sweeney, followed immediately by graduation. Mindy Martin added that the participants will each speak on a day of the program and sponsors are invited to come.
  - b. Downtown Development –
    - i. Brenda Starnes reported that the DDA had a meeting last Thursday with the main topic of discussion being the Wine Stroll. Brenda Starnes stated that at this time we are still waiting on final numbers to see how much the Wine Stroll profited, but it did appear to be a successful event. Jennifer Shumate added that the Wine Stroll did sell out of tickets

before the event started and that the DDA is planning to host the event again in 2024 on April 6.

- c. Ambassadors Program –
  - i. Megan Anderle reported that the meeting attendance has grown to the point where meetings have been moved to Meeting Room #1. Megan Anderle stated that the March Ambassador of the Month was Matt Collett and that the March Business of the Month was Triple C Bounce Rentals.
- d. Farmers Market –
  - i. Jennifer Shumate reported that our movie night this month was with CASA of North Texas and there was a large crowd in attendance; however, the wind did cause issues with the screen staying up causing the movie to be cut short. Jennifer Shumate stated that the CASA staff was still happy with their movie night and made most of their connections prior to the movie anyway. Jennifer Shumate stated that Fiesta Night will be April 29, 2023 and we are a sponsor of that event. Jennifer Shumate added that we have requested they add security due to the size of the crowd that this event brings in. Jennifer Shumate concluded by mentioning that Spring Fling will be on May 6, 2023.
- e. Chamber Banquet –
  - i. Jennifer Shumate reported that we made a profit of \$11,060.56 on the event despite the circumstances with the poor weather. Mindy Martin stated that she felt the silent auction was more successful with less items at higher values. Brenda Starnes stated that the banquet committee was considering moving the banquet to a luncheon setting for 2024.
- f. Golf Tournament –
  - i. Dillon Ott reminded everyone to please bring your raffle prize items to the Chamber office if you haven't yet. Jennifer Shumate stated that the teams have sold out and we currently have started a wait list.
- g. Summer Sounds –
  - i. Jennifer Shumate reported that we have posters for anyone who would like to post them in their businesses. Jennifer Shumate stated that Ben E. Keith is scheduled to be at the concerts and everything else is scheduled and ready to go.
- h. Depot Day -
  - i. Brenda Starnes reported that the committee will begin meeting after the Golf Tournament.
- 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.

## 12. ADJOURN MEETING

- a. A motion was made by Claudia Gomes to adjourn the meeting at 8:29 A.M. and seconded by Mindy Martin. Motion passed unanimously.

---

**Brenda Starnes**  
**2023 Chairman of the Gainesville Area Chamber of Commerce**