



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX

Thursday, November 16, 2023 | 8:00 AM

DIRECTORS PRESENT: Chair: Brenda Starnes , Chair Elect: Mindy Martin, Vice Chair: Jennifer Popp, Past Chair: Dillon Ott, Megan Anderle, Darin Allred, Chris McNamara, Dr. Van Miller,, Austin Reiter,

DIRECTORS ABSENT: Chyna Vincent, Claudia Gomes, 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 8:02 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 October 31, 2023
 - i. Brenda Starnes presented the financials from Schalk & Smith for the month of October.
 - b. Other Staff Update
 - i. Jennifer Shumate reported that we are currently working on a presentation for the City of Gainesville University that details more about what the Chamber does. Jennifer Shumate added that we had the new computers installed recently and set-up should be completed soon.
5. **CONSENT AGENDA**
 - a. Approve minutes from October online meeting.
 - i. A motion was made by Dr. Van Miller to approve the minutes from October, 2023 and was seconded by Jennifer Popp. Motion passed unanimously.
 - b. Membership report for September 19-November 15, 2023. Approve new and dropped members.
 - i. Dillon Ott suggested contacting North Texas Marine by a cell phone number that he could provide. Jennifer Shumate said she would be happy to open that conversation and we will reach out again. A motion was made by Megan Anderle to approve the new members and was seconded by Mindy Martin. Motion passed unanimously.
6. **CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE 2024 BOARD SELECTION NOMINATIONS.**
 - a. Jennifer Shumate reported the 2024 Board selection nominees as John Ausmus with Zimmerer Kubota, Amberly Sanborn with CASA of North Texas, Haley Hughes with Trident Processing Systems, and Teresa Sprouse with Circuit Breaker Sales. Jennifer Shumate stated that voting will open on Monday, November 20, 2023 at 8:00am and close at 5:00pm on Friday, December 1, 2023. Jennifer Shumate stated that we will be voting for two new Board members. A motion was made by Dr. Van Miller to approve the 2024 Board selection nominations and was seconded by Jennifer Popp. Motion passed unanimously.
7. **CONSIDER, DISCUSS, AND POSSIBLY APPROVE CHANGING OUR CURRENT ADVERTISING WITH KGAF FROM \$295.00 MONTHLY FOR 3 SPOTS A DAY (\$3,540.00 A YEAR) TO \$500.00 FOR 6 SPOTS A DAY (\$6,000.00 A YEAR) WITH TWO FREE LIVE REMOTES.**
 - a. Difference of \$2,460.00 a year.
 - i. Brenda Starnes stated that the two free live remotes would be in addition to the one KGAF already does for the Chamber at Depot Day. Darin Allred advised us to confirm that KGAF doesn't plan to use one of the free live remotes they offer us as an option for them to sell advertising on. A motion was made by Austin Reiter to approve changing our current advertising with KGAF from \$3,540.00 a year to \$6,000.00 a year with two free live remotes and was seconded by Mindy Martin. Motion passed unanimously.

8. CONSIDER, DISCUSS, AND POSSIBLY APPROVE CHANGING ANNUAL MEETING AND AWARDS BANQUET FROM A DINNER EVENT TO A LUNCHEON.

- a. Jennifer Shumate stated that we currently have the banquet scheduled for Thursday, February 29, 2024 at North Central Texas College from 11:30am to 1:00pm. A motion was made by Jennifer Popp to approve changing the Annual Meeting and Awards Banquet from a dinner to a luncheon and was seconded by Austin Reiter. Motion passed unanimously

9. CONSIDER, DISCUSS, AND POSSIBLY APPROVE CHANGES TO DEPOT DAY.

- a. Removing Depot Day After Dark.
- b. Extending hours to 6:00PM.
- c. Adding Kid Zone with Depot Day After Dark sponsorship (approval received from sponsor).
 - i. Brenda Starnes stated that poor attendance for multiple years in a row at Depot Day After Dark doesn't seem fair to the sponsor, so we suggest removing the concert, extending the hours, and adding carnival-like games for a Kid Zone instead. Darin Allred expressed concerns about extending the time of the event and if vendors would want to stay that long. Jennifer Shumate stated the vendor surveys indicated the majority of them would prefer a longer event time. Jennifer Shumate added that she and Brenda Starnes have met with the 2024 Depot Day After Dark sponsor and they agreed with changing from a concert to a Kid Zone. A motion was made by Dr. Van Miller to approve all the changes to Depot Day as presented and was seconded by Jennifer Popp. Motion passed unanimously

10. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy Martin reported that the participants met for Agriculture Day last Wednesday, November 8, 2023 and seemed to really enjoy this class; in particular the visit to Edge of the Lake Vineyard. Mindy Martin stated that December 5 and 6, 2023 the class will be in Austin, Texas for State Government Day and they are really looking forward to that.
- b. Downtown Development –
 - i. Brenda Starnes reported that the DDA had their meeting on October 12, 2023 where they discussed focusing advertising on four main events throughout the year, while still having monthly events on a smaller scale. Brenda Starnes stated they are having Ladies Night tonight, November 16, 2023 from 5:00pm to 8:00pm.
- c. Ambassadors Program –
 - i. Megan Anderle reported that meetings are still having a great turn out and Riley Performance and Restoration was the October Business of the Month and Greg Richardson from Glenn Polk Auto Group was the October Ambassador of the Month. Jennifer Shumate added that we will have their Ambassadors Luncheon on Wednesday, December 13, 2023.
- d. Farmers Market –
 - i. Jennifer Shumate reported that Safran will have their movie night on November 18, 2023. Jennifer Shumate stated the Chamber will be co-hosting the December movie night with Chick-Fil-A on December 9, 2023 and will be having a bounce house set-up before the movie. Jennifer Shumate reminded everyone that the August movie night for 2024 has been removed due to the heat during that month.
- e. Chamber Banquet –
 - i. Brenda Starnes reported that the theme has been chosen as “Leap into Success with the Chamber,” which we will begin to advertise this month. Jennifer Shumate stated bid request letters have been sent out to Chamber members who provide catering services and we will have the names to vote on for “Member of the Year” and “New Member of the Year” nominees at the December 16, 2023 Board meeting.
- f. Golf Tournament –
 - i. Austin Reiter stated the tournament is scheduled for May 3, 2024 and the committee is looking for suggestions on a giveaway item.
- g. Summer Sounds –
 - i. Chris McNamara reported that the committee has begun planning 2024 concerts.
- h. Depot Day -
 - i. Jennifer Shumate reported that we had a very successful event making a profit of \$19,598.54 when we only budgeted for \$4,450.00.
- i. Scare on the Square -
 - i. Jennifer Shumate reported that this event was also successful, making a profit of \$1,418.62 when we budgeted for only \$250.00. Jennifer Shumate added that the attendance was still high even with the location change to the Civic Center due to the rain, and Downtown appeared to have a lot of foot traffic as well.
- j. Taco ‘Bout Thanks -
 - i. Austin Reiter stated we have set the date for next year as November 15, 2024 so that it won't conflict with the Power of the Purse event. Austin Reiter stated that in the past we have typically tried to avoid Veterans Day, which is why this event ended up on Thursday, but Taco ‘Bout Thanks can be done on a Thursday or Friday. Jennifer Shumate reported we gave out 520 tacos in 2023 compared to 410 tacos in 2022 with no tacos left.

- k. Christmas Parade -
 - i. Jennifer Shumate stated David Fulton with DEF Recycling has agreed to pull the Chamber float again on December 7, 2023. Jennifer Shumate stated we will be decorating the Chamber float on November 27, 2023 and asked anyone who is available to help the night of the parade to plan on helping coordinate floats at check-in.

11. ADJOURN MEETING

- a. A motion was made by Darin Allred to adjourn the meeting at 8:37 A.M. and seconded by Jennifer Popp. Motion passed unanimously

Brenda Starnes
2023 Chairman of the Gainesville Area Chamber of Commerce