



## BOARD OF DIRECTORS MEETING

Main Street Pub & Steakhouse, 216 W. Main Street, Gainesville, TX, 76240.

**Thursday, December 14, 2023 | 4:00 PM**

**DIRECTORS PRESENT:** Chair: Brenda Starnes , Chair Elect: Mindy Martin, Past Chair: Dillon Ott, Darin Allred, Chris McNamara, Austin Reiter, Kristi Hamilton, Chyna Vincent

**DIRECTORS ELECT PRESENT:** Amberly Sanborn

**DIRECTORS ABSENT:** Megan Anderle, Claudia Gomes, Jennifer Popp, Dr. Van Miller

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

1. **CALL TO ORDER:** Brenda Starnes called the meeting to order at 4:04 P.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 November 30, 2023
    - i. Brenda Starnes presented the financials from Schalk & Smith for the month of November.
  - b. Other Staff Update
    - i. Jennifer Shumate reported that we have been focusing on the Christmas Parade, Ambassador Luncheon, and Christmas Rise & Shine since our last Board meeting.
5. **CONSENT AGENDA**
  - a. Approve minutes from November 16, 2023 meeting.
    - i. A motion was made by Chyna Vincent to approve the minutes from November, 2023 and was seconded by Mindy Martin. Motion passed unanimously.
  - b. Membership report for November 15-December 12, 2023. Approve new and dropped members.
    - i. A motion was made by Chyna Vincent to approve the new members and was seconded by Darin Allred. Motion passed unanimously.
6. **CONSIDER, DISCUSS, AND POSSIBLY APPROVE NEW BOARD MEMBERS.**
  - a. John Ausmus - Zimmerer Kubota & Equipment
  - b. Amberly Sanborn - CASA of North Texas
    - i. Brenda Starnes requested that Amberly Sanborn leave the meeting while they discussed this action item. A motion was made by Kristi Hamilton to approve John Ausmus and Amberly Sanborn as new Board Members and was seconded by Mindy Martin. Motion passed unanimously.
1. **CONSIDER AND DISCUSS MARKETING DIRECTION.**
  - a. Jennifer Shumate presented the Farmers Market bank account and discussed the funds spent on 2023 marketing efforts. Jennifer Shumate stated that we have contacted travel influencers, as well as magazines, for rates and details of advertising opportunities. Darin Allred suggested putting a magazine together similar to the Gainesville ISD one. Jennifer Shumate expressed concerns about how relevant the data would remain with new businesses moving to the area frequently. Austin Reiter stated that he would like to explore the influencer route more, but would want to be sure our Chamber Members are spotlighted. Austin Reiter added that we should ask the members selected to provide the services at no cost if they are going to be spotlighted. Kristi Hamilton asked for a way to ensure we have control of the Members utilized with some sort of form and deadline. Darin Allred asked for us to contact other chambers who have utilized Texas Highways advertising to garner their feedback on the success of the advertisements.

## 7. COMMITTEE REPORTS

- a. Leadership Gainesville –
  - i. Mindy Martin reported that the participants traveled to Austin on Tuesday, December 5, 2023 for State Government Day. Mindy Martin stated that the class had the opportunity to tour the Governor's Mansion, which was a first for the Leadership Program. Mindy Martin stated that she will be joining the class for County Government Day next month on January 17, 2024.
- b. Downtown Development –
  - i. Brenda Starnes stated there are no updates at this time.
- c. Ambassadors Program –
  - i. Jennifer Shumate reported that yesterday, December 13, 2023, we celebrated the Ambassadors during their Ambassador Luncheon by giving them new shirts and fun certificates created by Ashley Collett. Cooke County United Way was the November Business of the Month and Cheryl Gomez from Workforce Solutions Texoma was the November Ambassador of the Month.
- d. Farmers Market –
  - i. Jennifer Shumate stated there are no updates at this time.
- e. Chamber Banquet –
  - i. Brenda Starnes reminded everyone that the Banquet is scheduled for February 29, 2024 as a lunch instead of dinner. Jennifer Shumate added that we will vote on 2023 award nominees at the January 18, 2024 Board meeting.
- f. Golf Tournament –
  - i. Austin Reiter reminded everyone that the tournament is scheduled for May 3, 2024 and the committee is still looking for suggestions on a giveaway item.
- g. Summer Sounds –
  - i. Chris McNamara stated that the committee will meet in the beginning of 2024 to continue planning the concerts.
- h. Depot Day -
  - i. Brenda Starnes reminded everyone that Depot Day is scheduled for October 12, 2024.
- i. Scare on the Square -
  - i. Brenda Starnes stated there is nothing to report at this time.
- j. Taco 'Bout Thanks -
  - i. Austin Reiter stated there is nothing to report at this time.
- k. Christmas Parade -
  - i. Brenda Starnes stated we will be changing the Chair of this committee to Austin Reiter for 2024. Jennifer Shumate reported we had 88 total parade entries and budgeted to only make \$500.00. Jennifer Shumate reported we ended up making a profit of \$1,408.70. Darin Allred suggested setting up portable bleachers in front of the courthouse to allow for additional viewing space. Jennifer Shumate added that she has suggested adding a "People's Choice Award" for 2024 where people can vote online for their favorite float, similar to how they vote for the Downtown Window Decorating competition at Halloween.

## 8. ADJOURN MEETING

- a. A motion was made by Dillon Ott to adjourn the meeting at 4:46 P.M. and seconded by Mindy Martin. Motion passed unanimously.

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