



## BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX  
**Thursday, May 18, 2023 | 8:00 AM**

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

**DIRECTORS ABSENT:** Chris McNamara, Kristi Hamilton, Dr. Van Miller, Claudia Gomes

**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 Austin Reiter.
3. **PUBLIC COMMENTS**
  - a. None in attendance
4. **STAFF REPORTS**
  - a. Presentation of Financials - Month ending April 30, 2023
    - i. Brenda Starnes presented the financials from Schalk & Smith for the month of April.
  - b. Other Staff Update
    - i. Jennifer Shumate reminded everyone about the scam that we have been made aware of where the company calling itself “X-Treme Marketing” is still contacting members claiming to be working with us on advertising for a city map. Jennifer Shumate stated that we are keeping a list of members that have been contacted.
    - ii. Jennifer Shumate reported that our Rise and Shine events for 2023 have all been scheduled and Chamber Mixers are scheduled through June of 2024.
    - iii. Jennifer Shumate stated that we are currently doing in-house budget workshops to prepare for discussions on the 2024 budget.
5. **CONSENT AGENDA**
  - a. Approve minutes from April 20, 2023 Regular Meeting.
    - i. A motion was made by Chyna Vincent to approve the minutes from April 20th, 2023 and was seconded by Jennifer Popp. Motion passed unanimously
  - b. Membership report for April 18-May 16, 2023. Approve new and dropped members.
    - i. 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 GAINESVILLE AREA CHAMBER OF COMMERCE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT WITH LAMAR ADVERTISING FOR THE RENTAL OF BILLBOARD SPACE AT LOCATIONS AND LENGTH TO BE DETERMINED BY BOARD.**
  - a. See attached packet with location options, pricing options, and current budget information.
    - i. Jennifer Shumate presented various options of digital billboard locations and pricing. Darin Allred asked for clarification on the locations of the billboards in the presented options. Jennifer Shumate stated that panel #118 is located on Highway 114 at I35W and panel #120 is on I35W, .5 miles N of FM 1173. Dillon Ott suggested only advertising on one billboard for now since this is the first time we will be advertising in that area. A motion was made by Darin Allred to approve the Gainesville Area Chamber of Commerce Executive Director to enter into an agreement with Lamar Advertising for the

rental of billboard panel #120 for 24 weeks at a total of \$8,100.00 and was seconded by Austin Reiter. Motion passed unanimously

**7. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE GAINESVILLE AREA CHAMBER OF COMMERCE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT WITH HANKINS EASTUP TO PERFORM A FULL FINANCIAL AUDIT FOR YEAR ENDING DECEMBER 31, 2022.**

- a. Estimated cost of audit ranges from \$8,800.00 to \$9,600.00.
- b. \$8,530.00 was budgeted for the Audit.
  - i. Jennifer Shumate stated that this is the same company that completed our audit in 2015, and that the price will ultimately be determinant on the amount of time it takes for us to return items to the auditors. Jennifer Shumate stated that we have reviewed the audit from 2015 and have taken the requested steps outlined in that report. A motion was made by Jennifer Popp to approve the Gainesville Area Chamber of Commerce Executive Director to enter into an agreement with Hankins Eastup to perform a full financial audit and was seconded by Chyna Vincent. Motion passed unanimously

**8. COMMITTEE REPORTS**

- a. Leadership Gainesville –
  - i. Mindy Martin reported that they have graduated after starting out the day with Darin Allred at North Texas Medical Center. Mindy Martin stated that at the graduation the participants gave brief speeches on the individual days and she was very impressed with the class as a whole. Mindy Martin added that the committee will start meeting in June to start preparing for the 2023-2024 Class.
- b. Downtown Development –
  - i. Brenda Starnes stated that the DDA didn't have a meeting last month and there is no scheduled meeting for this month. Jennifer Shumate added that the Wine Stroll committee is meeting on June 13, 2023 and there are already 12 wineries committed for the 2024 Wine Stroll.
- c. Ambassadors Program –
  - i. Megan Anderle reported that the meeting had great attendance. Megan Anderle reported that the April Business of the Month was the Medal of Honor Host City Program and the Ambassador of the Month was Autumn White with Gandy Ink.
- d. Farmers Market –
  - i. Jennifer Shumate reported that our movie night this month was with Pentex Energy. Jennifer Shumate stated that Spring Fling was held there this month and Summer Sounds will be there at the end of the month. Jennifer Shumate added that people are scheduling events there all the time now.
- e. Chamber Banquet –
  - i. Brenda Starnes stated that at this time there weren't any updates. Dillon Ott asked if we would be reserving the NCTC gym again. Jennifer Shumate stated we would reach out to Sandy Otto at NCTC to discuss scheduling the gym again for the banquet as a lunch awards ceremony in 2024.
- f. Golf Tournament –
  - i. Dillon Ott reported that the tournament ended up making a total profit of \$18,669.40 which is an increase of \$5,169.40 from 2022. Jennifer Shumate noted that the price per player was raised by \$5.00. Dillon Ott stated that there were many positive remarks made about having Taco Casa as lunch. Darin Allred stated the only complaint he heard was in relation to outside alcohol allowed at the tents. Dillon Ott added after hearing multiple discussions, he would suggest that we have registration from 10:00 am to 11:00 am with lunch served at 11:00 am, and the shotgun start at 12:00 pm. Darin Allred also suggested bringing a louder speaker to address those in attendance. Dillon Ott ended by saying that next year the tournament will be on May 3, 2024.
- g. Summer Sounds –
  - i. Jennifer Shumate stated that next Friday, May 26, 2023 will be the first concert of the series. Jennifer Shumate stated that she has met with the representatives from Ben E. Keith and they will have signage for the beer this year.
- h. Depot Day -
  - i. Brenda Starnes stated that the committee will meet on May 24, 2023 to begin planning.

- i. Scare on the Square -
  - i. Brenda Starnes 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. Dillon Ott reported there were no updates at this time.

**9. ADJOURN MEETING**

- a. A motion was made by Jennifer Popp to adjourn the meeting at 8:39 A.M. and seconded by Darin Allred. Motion passed unanimously.

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