



BOARD OF DIRECTORS MEETING

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

DIRECTORS PRESENT:, Chair Elect: Mindy Martin, Vice Chair: Jennifer Popp, Megan Anderle, Chyna Vincent, Darin Allred, Chris McNamara, Dr. Van Miller, Claudia Gomes

DIRECTORS ABSENT: Brenda Starnes, Austin Reiter, Dillon Ott, Kristi Hamilton,

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

1. **CALL TO ORDER:** Mindy Martin called the meeting to order at 8:07 A.M
2. **INVOCATION:** Invocation was given by Darin Allred.
3. **PUBLIC COMMENTS**
 - a. None in attendance
4. **STAFF REPORTS**
 - a. Presentation of Financials - Month ending June 30, 2023
 - i. Mindy Martin presented the financials from Schalk & Smith for the month of June.
 - b. Other Staff Update
5. **CONSENT AGENDA**
 - a. Approve minutes from May 18, 2023 Regular Meeting.
 - i. A motion was made by Claudia Gomes to approve the minutes from May 18, 2023 and was seconded by Megan Anderle. Motion passed unanimously.
 - b. Membership report for May 16-July 14, 2023. Approve new and dropped members.
 - i. Jennifer Shumate stated that we are making every effort possible to contact members and speak with them directly before they are dropped. A motion was made by Darin Allred to approve the new members and was seconded by Chyna Vincent. Motion passed unanimously.
6. **CONSIDER, DISCUSS, AND POSSIBLY ASSIGN THE YEARLY MEMBERSHIP DUES FOR WINSTAR WORLD CASINO & RESORT AT \$2,500.00 FOR CURRENT DUE.**
 - a. Jennifer Shumate stated that our annual membership dues have changed since 2022 to now state that businesses that have 801-1,000 employees will have annual membership dues of \$2,000.00. Jennifer Shumate continued by stating that Winstar World Casino & Resort currently employs 2,027 full time employees which places their annual membership dues in the 1,000+ employee category which is a negotiated rate. Jennifer Shumate stated that at the recommendation of the Executive Committee, we are proposing the amount of \$2,500.00 for the annual membership dues of Winstar World Casino & Resort based on their reported employee total. A motion was made by Chyna Vincent to approve the yearly membership dues for Winstar World Casino & Resort at \$2,500.00 for current due and seconded by Jennifer Popp. Motion passed unanimously with Claudia Gomes abstaining from the vote.

- 7. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE FISCAL YEAR 2023/2024 BUDGET.**
 - a. Jennifer Shumate gave a brief overview of the proposed budget for the 2023/2024 Fiscal Year, while clarifying the changes made to the Banquet line item. Jennifer Shumate stated that she is confident the event will be profitable, but due to the proposed idea of a lunch concept and the unknown of the success rate with the new event style, she is budgeting for the event to break even. Jennifer Shumate stated that another significant change is the Downtown Development Wine Stroll line item that will be discussed further in upcoming agenda items. Jennifer Shumate added that we have allocated more funds toward the training and Farmers Market line items. A motion was made by Jennifer Popp to approve the Fiscal Year 2023/2024 budget and was seconded by Dr. Van Miller. Motion passed unanimously.

- 8. CONSIDER, DISCUSS, AND POSSIBLY APPROVE SPENDING UP TO \$5,500.00 ON 2024 WINE WALK EXPENSES IN JULY 2023.**
 - a. Jennifer Shumate stated that after multiple discussions clarifying the use of funds received for the 2023 Wine Stroll, the Downtown Development Association Wine Stroll committee has requested that the Downtown Development Association make a one time allocation of \$16,550.00 of their budget to the Wine Stroll, paid out in three payments of \$5,500.00 rather than one lump sum. Jennifer Shumate added that the Downtown Development Association has voted to approve this request with the understanding that these funds will be used to start a new bank account for the Wine Stroll and are not a temporary loan to be paid back after income is made at the event. Jennifer Shumate stated that the Wine Stroll committee is requesting the initial \$5,500.00 payment in July 2023 so that the committee may move forward with ordering wine glasses and bags for the event. A motion was made by Dr. Van Miller to approve spending up to \$5,500.00 on 2024 Wine Walk expenses in July 2023 and was seconded by Darin Allred. Motion passed unanimously.

- 9. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE 2024 WINE STROLL BUDGET. BUDGET TO INCLUDE THREE PAYMENTS FROM THE DOWNTOWN DEVELOPMENT ASSOCIATION IN THE AMOUNT OF \$5,500.00 PAYABLE JULY 18, 2023, SEPTEMBER 30, 2023 AND DECEMBER 30, 2023.**
 - a. Jennifer Shumate stated that this agenda item is separate from the prior agenda item for the purpose of showing where we are presenting the entire 2024 Wine Stroll budget for approval, which does include the initial \$5,500.00 July 18, 2023 payment as previously presented in the aforementioned agenda item. A motion was made by Dr. Van Miller to approve the 2024 Wine Stroll budget including three payments of \$5,500.00 from the Downtown Development Association to be made on July 18, 2023, September 30, 2023, and December 30, 2023 and was seconded by Claudia Gomes. Motion passed unanimously.

- 10. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE 2024 PARTNERSHIP AGREEMENT.**
 - a. Jennifer Shumate gave a brief overview of the 2024 Partnership Agreement stating that the only major changes were made to the Banquet sponsorships. Jennifer Shumate presented Banquet sponsorship “Option 1” and “Option 2” stating that the Banquet committee had selected “Option 2” which did include new sponsorship opportunities. A motion was made by Jennifer Popp to approve the 2024 Partnership Agreement and was seconded by Chyna Vincent. Motion passed unanimously.

- 11. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE GAINESVILLE AREA CHAMBER OF COMMERCE EXECUTIVE DIRECTOR TO ENTER INTO AN AGREEMENT WITH “STRAIGHT TEQUILA NIGHTS” FOR DEPOT DAY AFTER DARK IN THE AMOUNT OF \$4,000.00.**
 - a. Jennifer Shumate stated that we currently have a Depot Day After Dark sponsor and she would like to move forward with finalizing the agreement with Straight Tequila Night so we can begin promoting the event. A motion was made by Dr. Van Miller to approve the Gainesville Area Chamber of Commerce Executive Director to enter into an agreement with “Straight Tequila Night” in the amount of \$4,000.00 and was seconded by Chyna Vincent. Motion passed unanimously.

12. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy Martin reported that applications for the 2023-2024 class will close on July 28, 2023. Mindy Martin stated that the committee will meet August 1, 2023 to review the applicants and select the new class that will then meet on September 14, 2023.
- b. Downtown Development –
 - i. Jennifer Shumate reported that discussion at their July 13, 2023 meeting was mainly focused on the Wine Stroll. Jennifer Shumate added they do have other various events coming up in the next few months.
- c. Ambassadors Program –
 - i. Megan Anderle reported that the ambassadors didn't have a meeting in July, but will resume regular meetings starting August 2, 2023.
- d. Farmers Market –
 - i. Jennifer Shumate reported that there are multiple events scheduled for this month including the Frank Buck Zoological Society concert Safari Sounds on July 21, 2023, Triple C Bounce Rentals Splash Bash on July 22, 2023, and the Gainesville Summer Sounds Concert on July 28, 2023.
- e. Chamber Banquet –
 - i. Jennifer Shumate stated there are no updates at this time.
- f. Golf Tournament –
 - i. Jennifer Shumate stated there are no updates at this time.
- g. Summer Sounds –
 - i. Chris McNamara reported that the June 30, 2023 concert didn't have as many people in attendance as the May 26, 2023 concert. Jennifer Shumate added that we made \$2,676.00 less in beer sales. Jennifer Shumate stated that she does anticipate the crowd being significantly larger for the July 28, 2023 concert.
- h. Depot Day -
 - i. Jennifer Shumate reported that we currently have 31 sponsors, compared to 24 sponsors at this time in 2022, at a total of \$21,400.00. Jennifer Shumate added we had 34 vendors registered for the event as of Thursday, July 13, 2023 with more being submitted this morning, not including the vendor booths that are included with sponsorships.
- i. Scare on the Square -
 - i. Mindy Martin stated there were no updates at this time.
- j. Taco 'Bout Thanks -
 - i. Jennifer Shumate stated we have a date of November 9, 2023 and it will be held at the First State Bank Conference Center. .
- k. Christmas Parade -
 - i. Jennifer Shumate stated that we have started sharing the event on social media and she has confirmed with Barry Otts about announcing the floats again this year. Jennifer Shumate added that she is going to confirm with Senator Drew Springer's office about him being the Grand Marshall for the parade. Mindy Martin asked if we would confirm with First United Bank about setting up the hot chocolate table again.

13. ADJOURN MEETING

- a. A motion was made by Megan Anderle to adjourn the meeting at 8:42 A.M. and seconded by Dr. Van Miller. Motion passed unanimously.

Brenda Starnes

2023 Chairman of the Gainesville Area Chamber of Commerce