



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX
Thursday, September 21, 2023 | 8:00 AM

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

DIRECTORS ABSENT: Dillon Ott

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

1. **CALL TO ORDER:** Brenda Starnes called the meeting to order at 8:03 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 August 31, 2023
 - i. Brenda Starnes presented the financials from Schalk & Smith for the month of August.
 - b. Audit Update
 - i. Jennifer Shumate reported that the audit from Hankins Eastup had been completed with no findings.
 - c. Other Staff Update
 - i. Jennifer Shumate stated that she will have further updates when we discuss Depot Day later in the meeting.
5. **CONSENT AGENDA**
 - a. Approve minutes from August, 2023 Online Meeting.
 - i. A motion was made by Dr. Van Miller to approve the minutes from August, 2023 and was seconded by Mindy Martin. Motion passed unanimously.
 - b. Membership report for July 14-September 19, 2023. Approve new and dropped members.
 - i. Jennifer Shumate noted that none of the dropped members were because of their unhappiness with the Chamber and we had made ample efforts to contact one's past due. A motion was made by Jennifer Popp to approve the new members and was seconded by Mindy Martin. Motion passed unanimously.
6. **CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE CREATION OF A SEPARATE BANK ACCOUNT FOR THE WINE STROLL UNDER THE DDA ACCOUNT.**
 - a. As previously approved the DDA Account will be moving from 4U Credit Union to First United Bank.
 - b. Wine Stroll account will also be at First United Bank and DDA approval as well as Gainesville Area Chamber of Commerce approval will still be required for the account.
 - c. The Downtown Development Association approved this request at the September 14, 2023 meeting.
 - i. Jennifer Shumate stated that if approved, the new bank account would still follow the same rules as the current accounts where items have to be approved through the Chamber Board since it still falls under the Chamber. A motion was made by Austin Reiter to approve the creation of a separate bank account under the DDA for the Wine Stroll at First United Bank and was seconded by Chyna Vincent. Motion passed unanimously.

7. CONSIDER, DISCUSS, AND POSSIBLY APPROVE THE GAINESVILLE AREA CHAMBER OF COMMERCE EXECUTIVE DIRECTOR TO ENTER INTO AN LEASE AGREEMENT WITH DUSTIN OFFICE MACHINES.

- a. Jennifer Shumate stated that our current lease agreement expires September 30, 2023. Jennifer Shumate reported that when we signed the lease agreement in 2018, the total cost was \$8,062.00 for five years. Jennifer Shumate reported that the proposed lease agreement for 2023 would be a total of \$9,348.00 for five years and the Gainesville Economic Development Corporation would be splitting 50% of that cost with us. A motion was made by Kristi Hamilton to approve the Chamber of Commerce Executive Director to enter into a lease agreement with Dustin Office Machines and was seconded by Claudia Gomes. Motion passed unanimously.

8. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy Martin reported that the participants met for the Meet and Greet event last Thursday, September 14, 2023 and all seem to be excited for the class to get started. Austin Reiter added that the participants enjoyed having community leaders in attendance, as well as previous Leadership Gainesville Alumni.
- b. Downtown Development –
 - i. Brenda Starnes reported that the DDA had their meeting on September 14, 2023 where they approved the decision to open the new Wine Stroll bank account at First United Bank. Brenda Starnes added they discussed Tractor Bob’s Christmas Market and how they could partner with Tractor Bob’s to create a great shopping experience for everyone.
- c. Ambassadors Program –
 - i. Megan Anderle reported that meetings are still having a great turn out with ribbon cuttings being a hit or miss on who can make those. Megan Anderle reported that North Texas Medical Center was the August Business of the Month and Arin Lane from Gainesville ISD was the August Ambassador of the Month.
- d. Farmers Market –
 - i. Jennifer Shumate reported that Nortex Communications had their movie night on September 9, 2023 that was well attended. Jennifer Shumate added that the Farmers Market is booked for an event every weekend in October, 2023.
- e. Chamber Banquet –
 - i. Jennifer Shumate stated that the committee will have a meeting on October 17, 2023 at 9:00am.
- f. Golf Tournament –
 - i. Austin Reiter stated there are no updates at this time.
- g. Summer Sounds –
 - i. Chris McNamara reported that the committee will have a meeting September 28, 2023 to begin planning 2024 concerts.
- h. Depot Day -
 - i. Jennifer Shumate reported that we currently have 35 sponsors, compared to 24 sponsors in 2022. Jennifer Shumate reported that in 2022 we had 96 individual spaces booked and in 2023 we have 115 individual spaces booked. Jennifer Shumate reported that in 2022 we had 72 vendors sign up and 85 vendors sign up this year with us selling out of spaces and having to put nine vendors on the waitlist. Jennifer Popp added that the car show is anticipated to have a lot of participation.
- i. Scare on the Square -
 - i. Claudia Gomes stated there is a committee meeting September 27, 2023.
- j. Taco ‘Bout Thanks -
 - i. Austin Reiter stated we have a date of November 9, 2023 and it will be held at the First State Bank Conference Center. Austin Reiter added that the committee will meet on September 27, 2023 to confirm the details. Jennifer Shumate asked Austin Reiter to check with the Gainesville Kiwanis Club about borrowing their griddle for the event.
- k. Christmas Parade -
 - i. Jennifer Shumate stated that we have been getting multiple phone calls about the application so we will be opening that on October 2, 2023. Jennifer Shumate reminded everyone that the parade will be on December 7, 2023.

9. ADJOURN MEETING

- a.** A motion was made by Jennifer Popp to adjourn the meeting at 8:25 A.M. and seconded by Chyna Vincent. Motion passed unanimously.

Brenda Starnes

2023 Chairman of the Gainesville Area Chamber of Commerce