



## BOARD OF DIRECTORS MEETING

### Online

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

**DIRECTORS ABSENT:** None

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

#### 1. STAFF REPORTS

- a. **Presentation of Financials** - Month ending September 30, 2023
  - i. See attachment in email.
    1. The financials from Schalk & Smith for September 2023 were presented.

#### 2. CONSENT AGENDA

- a. Approve minutes from September 21, 2023 meeting.
  - i. See attachment in email.
    1. Minutes were presented from the September 21, 2023 meeting and were approved via email response by all twelve voting Board members present.

#### 3. CONSIDER, DISCUSS, AND POSSIBLY APPROVE CONTINUATION OF ADVERTISING ON KFWR/KRVF “THE RANCH” AND “K-HITS” ON A BI-WEEKLY BASIS AT A COST OF \$24,310.00 FOR THE FULL YEAR (OCTOBER 21, 2023 TO OCTOBER 21, 2024).

- i. See attachment in email.
  1. Approval to continue advertising on KFWR/KRVF “The Ranch” and “K-Hits” on a bi-weekly basis at a cost of \$24,310.00 for the full year was given via email response by all twelve voting Board members present.

#### 4. COMMITTEE REPORTS

- a. Leadership Gainesville - Mindy
  - i. The 2023/2024 Leadership Gainesville class had their official class on Wednesday, October 11, 2023. The day was Municipal Day and was a very positive and informative day. Surveys coming in say all good things - the only changes would be to spend more time at some specific locations.
- b. Downtown Development - Brenda
  - i. The DDA held a meeting on Thursday, October 12, 2023. The Board will be updated more on the DDA at the next in person meeting. As of the October meeting there is no new update or funds requested.
- c. Ambassador Program - Megan
  - i. Ambassador of the Month for August was Janna Cunningham with Conductive Electric. The Business of the Month for September was First Christian Church. The ambassadors continue to be an integral part of our Chamber.
- d. Farmers Market - Jennifer Shumate
  - i. The Farmers Market is staying incredibly busy with Depot Day, the pumpkin patch, movie, Scare on the Square and more..
- e. Chamber Banquet - Brenda
  - i. The Banquet Committee met this week and will update at the November meeting.
- f. Golf Tournament - Austin
  - i. No update.
- g. Summer Sounds - Chris
  - i. The Summer Sounds Committee has met and is working on the Summer 2024 lineup.

- h. Depot Day - Brenda
  - i. INCREDIBLY successful. Depot Day was packed and vendors were very happy. A more complete update will be given at the November Meeting.
- i. Scare on the Square - Claudia
  - i. Saturday, October 28, 2023 from 2:00pm - 4:00pm.
- j. Taco 'Bout Thanks - Austin
  - i. Thursday, November 9, 2023 at Gainesville Civic Center..
- k. Christmas Parade - Dillon
  - i. Thursday, December 7, 2023 with the theme of Elf.

---

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