



BOARD OF DIRECTORS MEETING

Gainesville Civic Center, Meeting Room #2, 311 South Weaver Street, Gainesville, TX.

Thursday, January 18, 2024 | 8:00 AM

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

DIRECTORS ABSENT: Claudia Gomes

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

1. **CALL TO ORDER:** Mindy Martin called the meeting to order at 8:02 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 December 31, 2023
 - i. Mindy Martin presented the financials from Schalk & Smith for the month of December.
 - b. Other Staff Update
 - i. Jennifer Shumate reported data on the state of the Chamber stating we had a 6% profit increase from 2022 to 2023. Jennifer Shumate added that our social media channels have an increased viewing percentage of 39% and increased reactions percentage of 50%.
 - c. Jennifer Shumate out February 18-21, 2024 at the CCCE Conference
 - i. Jennifer Shumate reminded everyone that she will be out of the office to attend the second year of the CCCE professional education program.
5. **CONSENT AGENDA**
 - a. Approve minutes from December 14, 2023 Regular Meeting.
 - i. A motion was made by Kristi Hamilton to approve the minutes from December, 2023 and was seconded by Chyna Vincent. Motion passed unanimously.
 - b. Membership report for December 12, 2023-January 16, 2024. Approve new and dropped members.
 - i. A motion was made by Megan Anderle to approve the new members and was seconded by Dr. Van Miller. Motion passed unanimously.
6. **SET MEETING DATE FOR BOARD RETREAT**
 - a. Jennifer Shumate stated that the purpose of the Board retreat is to discuss Board expectations, goals, and visions for the year. Jennifer Shumate suggested holding the retreat on February 15, 2024 and blocking off two hours of time for the event starting at 8:00 A.M.. All were in favor of this date.
7. **SIGNATURE CARDS**
 - a. Approval to:
 - i. Remove Brenda Starnes from signature cards
 - ii. Add Megan Anderle to signature cards
 - b. Approval for the following banks:
 - i. 4U Credit Union
 - ii. First State Bank
 - iii. Muenster State Bank
 - iv. Simmons Bank
 - v. First United Bank
 1. A motion was made by Jennifer Popp to remove Brenda Starnes and add Megan Anderle on the signature cards at the presented banks, and seconded by Dr. Van Miller. Motion passed unanimously.

8. BANQUET CATERING

- a. Approval for Executive Director to enter into a catering contract with Sarah's on the Square not to exceed \$5,232.50 for the Annual Meeting and Awards Banquet (proposed menu attached).
 - i. Mindy Martin presented the proposed menu from Sarah's on the Square stating a potato bar was the suggested food since we are having a luncheon rather than a dinner. Jennifer Shumate added that the quoted number is based on 350 tickets; however, we will only pay for the amount of tickets we actually sell so this amount could be less. A motion was made by Austin Reiter to approve the catering contract with Sarah's on the Square not to exceed \$5,232.50, and seconded by Jennifer Popp. Motion passed unanimously.

9. GOLF BALL ORDER

- a. Approval for the Executive Director to spend up to \$2,015.64 for golf balls. This price is \$84.01 lower than in 2023.
 - i. A motion was made by Austin Reiter to approve spending up to \$2,015.64 for golf balls, and seconded by Darin Allred. Motion passed unanimously.

10. GROWTH ZONE INVOICE

- a. Approval to pay Growth Zone invoice in the amount of \$4,548.18 for year 2024. This price is \$89.00 more than 2023.
 - i. A motion was made by Dr. Van Miller to approve the payment of \$4,548.18 for the Growth Zone invoice, and seconded by Chyna Vincent. Motion passed unanimously.

11. APPROVAL TO SPEND FUNDS IN REGARDS TO SUMMER SOUNDS CONCERT SERIES

- a. \$40,000.00 budgeted to spend.
 - i. \$4,950.00 for sound and lighting.
 - ii. Band contracts not to exceed \$12,000.00.
 1. Mindy Martin stated this request allows the committee to move forward with planning without having to bring each item to the Board for approval. A motion was made by Darin Allred to approve a \$40,000.00 budget for Summer Sounds Concert Series, and seconded by Kristi Hamilton. Motion passed unanimously.

12. APPROVAL TO SPEND THE FOLLOWING FUNDS ON 2024 TRAINING FOR J. SHUMATE AND A.COLLETT.

- a. \$900.00 (\$450.00 each) to register for Texas Chamber of Commerce Executives Annual Conference in Galveston, TX to be held on June 24-27, 2024.
- b. \$775.00 (estimated) for one hotel at the TCCE Conference in Galveston.
- c. \$1,998.00 (\$999.00 each) to register for the American Chamber of Commerce Executives Annual Conference in Dallas, TX to be held on July 16-19, 2024.
- d. \$900.00 (estimated) for one hotel at the ACCE Conference in Dallas.
 - i. Will be over budget by \$1,519.16 for the year.
 1. Jennifer Shumate reported that after the 23-24FY budget was approved, we became aware of the ACCE Conference being scheduled in Dallas, TX. Jennifer Shumate stated that this conference doesn't typically come to our area, so while it would put us over our original budget by \$1,519.16, she feels it would be a great benefit to Chamber staff to attend. A motion was made by Jennifer Popp to approve spending the requested funds on 2024 training for Jennifer Shumate and Ashley Collett, and seconded by Kristi Hamilton. Motion passed unanimously.

13. COMMITTEE REPORTS

- a. Leadership Gainesville –
 - i. Mindy Martin reported that the class participated in County Government Day on January 17, 2024. Mindy Martin stated that while the class was disappointed they didn't get to go on the roof of the courthouse due to ice concerns, they did enjoy the day getting to speak with various county officials.
- b. Downtown Development –
 - i. Brenda Starnes reported that due to the market, there was no meeting in January. Jennifer Shumate added there will be an executive committee meeting on January 24, 2024.
- c. Ambassadors Program –
 - i. Megan Anderle reported that attendance and involvement continue to remain steady. Megan Anderle stated that Tractor Bob was the December Business of the Month and Lane Holcomb from Gainesville Lions Club was the December Ambassador of the Month.
- d. Farmers Market –
 - i. Jennifer Shumate stated there are no updates at this time. Jennifer Shumate added that all of the movie nights have been sponsored other than the December movie night.
- e. Chamber Banquet –
 - i. Brenda Starnes reported that planning is underway for this event and that event favors have been chosen. Jennifer Shumate added that she is working on finalizing scripts for everyone and will have those sent out after the committee reviews them.

- 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 line up has been chosen and Jennifer Shumate will be working on getting contracts signed.
- h. Depot Day -
 - i. Brenda Starnes reminded everyone that Depot Day is scheduled for October 12, 2024.
- i. Scare on the Square -
 - i. Jennifer Shumate reported that tentatively we are going to have this event on October 26, 2024.
- j. Taco ‘Bout Thanks -
 - i. Austin Reiter stated there is nothing to report at this time.
- k. Christmas Parade -
 - i. Austin Reiter asked if there were any suggestions for themes. Jennifer Shumate stated “Christmas Through the Decades” was suggested since it is our 90th parade this year.

14. ADJOURN MEETING

- a. A motion was made by Brenda Starnes to adjourn the meeting at 8:46 A.M. and seconded by Chyna Vincent. Motion passed unanimously.

Mindy Martin
2024 Chairman of the Gainesville Area Chamber of Commerce