



BOARD OF DIRECTORS MEETING

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

Thursday, February 15, 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, Claudia Gomes, Dr. Van Miller, Kristi Hamilton, Chyna Vincent, Amberly Sanborn

DIRECTORS ABSENT: John Ausmus

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 Chris McNamara.
3. **PUBLIC COMMENTS**
 - a. None in attendance
4. **STAFF REPORTS**
 - a. Presentation of Financials - Month ending January 31, 2024
 - i. Mindy Martin presented the financials from Schalk & Smith for the month of January.
 - b. 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 January 18, 2024 Regular Meeting.
 - i. A motion was made by Chyna Vincent to approve the minutes from January, 2024 and was seconded by Brenda Starnes. Motion passed unanimously.
 - b. Membership report for January 16, 2024-February 14, 2024. Approve new and dropped members.
 - i. A motion was made by Kristi Hamilton to approve the new members and was seconded by Megan Anderle. Motion passed unanimously.
6. **BOARD RETREAT**
 - a. Jennifer Shumate stated that following committee reports, the board members will begin the board retreat.
7. **COMMITTEE REPORTS (IF TIME PERMITS)**
 - a. Leadership Gainesville –
 - i. Mindy Martin reported that the class participated in Education Day on February 16, 2024. Jennifer Shumate stated that Dr. Brent Wallace from North Central Texas College spoke to the class and everyone enjoyed touring the campus, as well as getting the opportunity to tour various campuses of Gainesville ISD.
 - b. Downtown Development –
 - i. Brenda Starnes reported on the dissolution of the Downtown Development Association stating that at this time, while the Chamber will still support the Gainesville Wine Stroll and other various events the downtown businesses would like to host, there will no longer be a Downtown Development Association organized under the Chamber. Brenda Starnes added that the Gainesville Economic Development Corporation is currently working with the Texas Downtown Association on developing a downtown assessment that will help create a comprehensive strategic plan for the future of what the downtown will look like.
 - c. Ambassadors Program –
 - i. Megan Anderle reported that attendance at meetings has been rising with over 25 in attendance at the January meeting. Megan Anderle stated that Gainesville ISD was the January Business of the Month and Karon Sullivant from Abigail's Arms of Cooke County was the January Ambassador of the Month.
 - d. Farmers Market –
 - i. Jennifer Shumate reported that all of the movie nights have been sponsored other than the December movie night, which the Executive Committee decided to cancel due to low attendance and unfavorable weather conditions in

December.

- e. Chamber Banquet –
 - i. Brenda Starnes reminded everyone that the date for the Banquet is February 29, 2024. Jennifer Shumate added that she will send final scripts out after the board retreat.
- f. Golf Tournament –
 - i. Austin Reiter reminded everyone that the tournament is scheduled for May 3, 2024 and that all teams have sold out already. Jennifer Shumate reported that we had set a goal to have 18 birdie hole sponsors for this year's tournament and are currently at 17 birdie hole sponsors. Jennifer Shumate added that many of the birdie hole sponsors are including a QR code to add to their sign which includes specials for the day or website information about their business. Jennifer Shumate stated that since we did not request silent auction items for the Banquet this year, we will be requesting raffle items for the tournament.
- g. Summer Sounds –
 - i. Chris McNamara stated that the line up has been chosen; however, we did lose one of the artists for the country music night concert and have replaced them with a new cover band. Darin Allred added that the committee had suggested looking into providing a non-alcoholic drink for the June concert due to the anticipated high attendance of underage kids. Kristi Hamilton suggested offering a wine based margarita as well. Jennifer Shumate added that we have created a new sponsorship with Signs For Less where she will be creating fans to hand out for each concert, and plan to visit with our new member Red River Rentals about reserving at least two Port-A-Cool fans for the July concert.
- 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 had this event scheduled for October 26, 2024. Claudia Gomes agreed with having the event on this date.
- j. Taco 'Bout Thanks -
 - i. Austin Reiter stated there is nothing to report at this time.
- k. Christmas Parade -
 - i. Austin Reiter stated there is nothing to report at this time.

8. ADJOURN MEETING

- a. Meeting was adjourned at 9:30 A.M.

Mindy Martin
2024 Chairman of the Gainesville Area Chamber of Commerce