

GDBA Board Meeting
June 9, 2021
Veritex Bank

Attendees: Cary Hodson, Karin Wiseman, Lucas Cervellini, Deborah Morris, Officer Franey, Kim Nurmi, Letecia McNatt, Dana Cooper

Secretary Report: Minutes from the May Meeting could not be approved as there was not a quorum. They will be reviewed at the July Board Meeting.

Treasurer Report: No change from the previous month.

DDO Report:

A parking verbal reminder and written reminder for businesses to park off the square in public lots will occur in September as we get closer to construction.

A September GDBA General Meeting will be added to focus on the construction plan and timeline. There will be an AM meeting and a PM meeting to ensure maximum attendance.

Thirsty Third Thursdays will continue as planned in the pilot program through October. Feedback will be gathered and changes will be made for year 2 through lessons learned.

Thursday night concerts in June. The green light has been given to increase advertising for these events.

The new project assistant for the CVB, Hunter Williams, will be distributing posters downtown.

GDBA Coordinator Position:

5 complete applications have been received. Cary will distribute to the board and the board will review. Thursday, June 24th at Veritex at 9am is the meeting to discuss the applicants. 2 will be chosen to interview.

Online payment of GDBA Dues:

Cary will connect Cheddar to accept GDBA dues until a new website is complete. Wild Apricot will be reviewed as well as Wix.

New GDBA Website:

Wix will be tested as the new platform for the website. Trayc will mock up the website. The platform must be able to collect customer information, send invoices and accept payment.

Wine Walk:

Karin will check 4imprint.com for printed glasses.

Karin will review previous years artwork for mock up for 2021.

We need to encourage businesses to pay dues to become eligible to participate in the 2021 event.

