



**Minutes**  
**Little Elm Chamber of Commerce**  
**100 W. Eldorado Parkway**  
**Little Elm, TX 75068**

**Regular Board of Directors Meeting**

**Wednesday, July 13, 2021**

**8:30 a.m.**

**Town Hall**

**Present:** Artie Williams, Vice Chairman; Sandi Sabonis, Treasurer; Brad Anderson, Past Chair; Michel Hambrick, Board Member; Stuart Snook, Board Member; Jennifer Villalpando, Board Member and Drew Bailey, Town Liaison.

**Chamber Staff:** Jennette Espinosa, Chamber of Commerce Executive Director; Natasha Roach, Chamber of Commerce Assistant Director.

**Guests:** None

**Absent:** Josh Youngblood, Chairman; Jennifer Elliott, Secretary

1. **Call Order of Regular Meeting:** Vice Chairman, Artie Williams, called the meeting to order at 8:30 a.m.
2. **Discussion and Action** to Approve the Minutes of the June 9th 2021 Regular Meeting. Upon a motion by Stuart Snook and a second by Sandi Sabonis, the members **voted unanimously** to approve the minutes as presented.
3. **Membership Update: No Action Taken**
4. **Director's Report:**
  - a. Concert Update: **No Action Taken**
    1. T Shirt Status:
      - a) Start using as giveaways
      - b) Drop the price for September
      - c) Consider a different item to sale next year. (i.e. koozies)
    2. Suggestions for Improvements:
      - a) Start marketing earlier
      - b) Pay to "Boost" events on social
      - c) Know giveaways ahead of time in order to market
      - d) Chamber need to have giveaway item(s)

- b. New Resident Bags Update: **No Action Taken**
- c. Networking Update: **No Action Taken**
  - a) Include Education Foundation for August Luncheon
- d. Whiskey Wobble and Wine Down Event: **No Action Taken**
  - a) 7 restaurants / 7 whiskey vendors (Working with Goody Goody)
  - b) Pre-sale Ticket through Eventbrite - \$35 each
  - c) Restaurant to select a special dinner/dish for the event
- e. January Awards Banquet: **No Action Taken**
  - a) Need to determine criteria and categories
  - b) January 13, 2022 at The Cove; 11am – 1pm
  - c) Savory Kitchen to cater
  - d) Tickets \$25 members; \$35 non members
- f. February Daddy/Daughter Dance: **No Action Taken**
  - a) February 5, 2022 at The Cove, 7pm- 9pm; \$30 per pair
  - b) Create add ons at time of ticket purchase. (picture packets (\$15), swag bags (\$10), beverage tickets (\$12)
  - c) Coordinate with restaurants to offer a dinner special specific to event.
  - d) Add a Mother/Son Surf, Swim and Slide event, March 19, 2022 at The Cove from 7pm-9pm; \$30 per pair with add ons like Dance.
- g. October Board Meeting and Luncheon: **No Action Taken**
  - a) Move Luncheon to Thursday, October 7, 2021
  - b) Move Board Meeting to Tuesday, October 19, 2021

5. **Adjournment:** Meeting was adjourned at 9:38 am.

Respectfully,

  
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Jennette Espinosa, Chamber of Commerce Executive Director

Passed and approved this 10th day of August 2021