

## MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, April 5, 2023 - 8:30 A.M.

**MINEOLA CITY HALL, COUNCIL  
CHAMBERS 300 GREENVILLE HWY.,  
MINEOLA, TX 75773**

- I. **Call to order and roll call**
- |                                      |   |
|--------------------------------------|---|
| ___ Museum - Sharon Chamblee, Chair  | ___ Chamber Representative                    |
| ___ Civic Center – Lisa Bright       | ___ Landmark - Sue Jones                      |
| ___ Lodging – Allene Doggett         | ___ Wisener Field - Lupita Wisener, Secretary |
| ___ Downtown Merchant - Donna Hanger | ___ Staff – Owen Tiner, Director of Marketing |

II. **General Announcements**

III. **Discuss, review & consider following items for possible action:**

1. Consider action on minutes of previous meeting: February 8, 2022

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
    - tourtexas.com continues.
    - Sesquicentennial meetings continue. Next Meeting - April 24 at 5:30
      - 150 for 150 fundraising promotion - 60 +
      - May 20 celebration weekend - Spring Fling
        - o committees meeting on this monthly.  
Events at preserve in the morning - 5K/10K Beard contest, disc golf back in for that, and costumes in downtown
          - Vendors and Music
            - Swope, Jennifer Dubbs, and one other
          - Parade - shaping up nicely
          - Organizations trickling in for spots
          - Food solidified
- Car show at MCC - Jorjies  
Balloon Glow at Civic Center

- Mini train is back!
- Earth Day Clean up - April 22
- Sesquicentennial celebration meeting - April 24
- Mr. and Mrs. Sesquicentennial done. decisions to be made
- Coronation for little miss and all others on April 29 - Civic Center
- Amtrak - (Longview Sidetrack Events) Fiesta, Spring Fling, Iron Horse
- Mineola App!!!!
- Music in May
  - Funded and booked
- Time Capsule
  - May 8-10 for exhuming - display on May 20 downtown
  - Dedication for new time capsule May 26 in am after rehearsal

2. Downtown /Main St. Merchants – Donna Hanger
3. Mineola Chamber – Chamber Representative
4. Mineola Civic Center – Lisa Bright
5. Museum – Sharon Chamblee
6. Wisener Airport – Lupita Wisener
7. Lodging – Allene Doggett
8. Landmark Projects & Iron Horse Square Projects – Sue Jones

**V. Any other announcements or items for the next agenda**

**VI. Adjournment**