

## MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, May 3, 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: April 5, 2023

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
    - tourtexas.com continues.
    - Sesquicentennial meetings continue. Next Meeting - May 23 at 5:30 - Tentative
      - 150 for 150 fundraising promotion - still room
      - Music in May - Booked and ready
      - Time Capsule exuming / dedication - May 10 and May 26
      - May 20 celebration weekend - Spring Fling
        - o committees ready to go on beads, parade, costumes, 5K/10K, disc golf, balloons, food, and booth spaces. Trash cans ordered and portajohns too
        - Vendors and Music
          - Swope, Jennifer Dubbs, and Chris Rasco
          - Parade - entries coming in - Grandma Cleda's doing the prizes
          - Organizations trickling in for spots
          - Food solidified
- Car show at MCC - Jorjies  
Balloon Glow at Civic Center
- Mini train is back!
  - Farmer's Market is back!
  - We got an app!!!
  - Amtrak - (Longview Sidetrack Events) Fiesta, Spring Fling, Iron Horse
  - School Groundbreaking on May 25 - 10 am

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**