

MARKETING ADVISORY BOARD AGENDA
WEDNESDAY, June 7, 2023 - 8:30 A.M.
MINEOLA CITY HALL, COUNCIL CHAMBERS
300 GREENVILLE HWY., MINEOLA, TX 75773

I. Call to order and roll call

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|--|--|
| ___ Museum - Sharon Chamblee, Chair | ___ Chamber Representative |
| ___ Civic Center - Lisa Bright, Vice Chair | ___ Landmark - Sue Jones |
| ___ Lodging - Allene Doggett | ___ Wisener Field - Lupita Wisener, Secretary |
| ___ Downtown Merchants - 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 May 3rd, 2023

IV. Reports/ Updates

1. Marketing Activities – Owen Tiner
 - Advertising / Reports
 - tourtexas.com
 - NETTC Map Copy sent (back page)
 - Travel guide early
 - USA today ad
 - Sesquicentennial meeting next – June 27
 - Music in May – Success!
 - Spring Fling – Success!
 - Cornhole Tournament – June 24
 - Fireworks and Rodeo same week!
 - Golf tournament - July 22
2. Budget for 2024
 1. HOT funds so far – one more quarter
 2. Special projects.
 - a. Museum
 - b. Main Street Christmas Décor
 - c. Civic Center
 - d. League of the Arts
 - e. Chamber
 - f. Iron Horse Square
 - g. Landmark Marker Program
3. Downtown /Main St. Merchants – Donna Hanger
4. Mineola Chamber
5. Mineola Civic Center – Lisa
6. Museum – Sharon Chamblee
7. Wisener Airport – Lupita Wisener
8. Lodging – Allene Doggett
9. Landmark Projects & Iron Horse Square Projects – Sue Jones

V. Other news, events, announcements or items for next agenda

VI. Adjournment