

**MARKETING ADVISORY BOARD AGENDA**  
**WEDNESDAY, September 13, 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, 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:**

Consider action on minutes of previous meeting August 2, 2023

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
- Ads produced for TSTG, NETTC, USA Today, Lake Fork Map, Ritz, and others calling
- Concert well organized and hopes of annual event
- HOT Not fully in - Best Western Corporate Office
- Iron Horse, Dance Dimensions 5K, MG Car Show, ABC Car Show, Iron Horse car show, Trunk or treat, on the way.
- Gala Planning kicking up
- Awarded \$\$\$ from WCEDC for Magical Mineola

2. We are now a Certified Texas Scenic City (Bronze Level)

- Award ceremony in Dallas on October 5 - Presented to Council on October 23.

3. Updates from board:

- Downtown / Main St. Merchants - Donna Hanger
- Chamber - Danielle Vance
- Mineola Civic Center - Lisa Bright
- Museum - Sharon Chamblee
- Wisener Airport - Lupita Wisener
- Lodging - Allene Doggett
- Landmark Projects / Iron Horse Square- Sue Jones

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

VI. **Adjournment**