

MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, April 10, 2024 - 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 – Christi Gully | ___ 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 on March 13, 2024

IV. Reports/ Updates

1. Marketing Activities – Owen Tiner

- Advertising / Events / Reports

- New Website and app coming. – Still working. Have now integrated Nature Preserve and Iron Horse Square websites into our new system. Will be sending “beta” versions
- 1888 Plaza open – Stand by for ribbon cutting date – April 27th as of right now. That’s what we are shooting for.
- Nature Preserve events:
 - Bird Bingo started. We have a full-page ad in TPW magazine in May. The Birding issue.
 - May Fiesta 5K, 10K, 15K on May 4
 - July event on July 5th being planned. Details next month
- Mini Train is BACK! – Easter Train had 700 riders
- Main Street Dueling Pianos – April 13 5:30
- Music in May Sponsorships – Title sponsor, 5 golds, 1 silver
Acts are booked for 5/2, 5/9, 5/16, 5/23, 5/30
The Texan Hall is the rain contingency site.
- Benefit for Gigi – April 20 6:00-8:00 pm – Commerce Street
- Summer Bash Event – The Texan Hall – Veterans PTSD month car show, cornhole tournament, vendors, etc.
- Golf tournament still in the works with City and MCC for summer

2. Updates from board

- Downtown /Main St. Merchants – Christi Gully
- Mineola Chamber
- Mineola Civic Center – Lisa Bright
- Museum – Sharon Chamblee
- Wisener Airport – Lupita Wisener
- Lodging – Allene Doggett
- Landmark Projects & Iron Horse Square Projects – Sue Jones

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

VI. Adjournment