

MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, May 1, 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 April 10, 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. Beta versions in your inbox on 5/2. Not done by any means. Hoping for full launch May 15.
- Gigi Benefit update – over 5K raised
- 1888 Plaza open April 27th ribbon cutting
 - kiosks full of info on both sides and history on the inside.
- 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 4th event being planned. Mineola Volunteer group – hot dogs, bounce houses, music and fun. All day. Free.
 - July event on July 5th being planned. No details yet.
- Mini Train is running
- Farmers Market opens May 4
- Main Street Dueling Pianos – April 13 raised 16K raised.
- Music in May!
 - 5/2 – Blue Mudbone, 5/9 – Terry Klein / Stefan Prigmore,
 - 5/16 – Wesley Pruitt, 5/23 – Venture South,
 - 5/30 – Jennifer Pisarcik
- The Texan Hall is the rain contingency site.
- Nort East Texas Tour maps should be in by June for 2024/2025
- 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.
- Rodeo and Fireworks coming!!! Look for promotions with those.

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**