

MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, October 5, 2022 - 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 – Mary Boone |
| ___ Civic Center – Lisa Bright | ___ City Council - 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: September 7, 2022
- IV. **Reports/ Updates**
1. Marketing Activities – Owen Tiner
- Advertising –
 - tourtexas.com continues. Updating with sesquicentennial verbiage
 - Sesquicentennial meetings continue.
 - banners ordered, theme for gala, May 20 at the preserve
 - Clay Walker concert set for Labor Day 2023
 - Texas State travel guide ad artwork to showcase Mineola 150
 - WCEDC Grant awarded \$10,000 for concert
 - Chick Fil A fundraiser Oct 12
 - Planes, Trains, and Automobiles event Oct. 29
 - Pub Crawl Oct. 29
 - Board officers for 2023
 - Thank you to Nancy
 - Future Events
 - Sesquicentennial celebration meeting - Oct. 25
 - Paranormal event - Oct 22
 - Trunk or Treat - Oct. 31
 - Clover - Family Fun Day - November 12 along with Veterans day
 - Amtrak - working with Longview again)
2. Downtown /Main St. Merchants – Donna Hanger
3. Mineola Chamber – Mary Boone
4. Mineola Civic Center – Nancy Murphy
5. Museum – Sharon Chamblee
6. Wisener Airport – Lupita Wisener
7. Lodging – Allene Doggett
8. Landmark Projects & Iron Horse Square Projects – Sue Jones
- V. **Other news, events, announcements or items for next agenda**
- VI. **Adjournment**