

MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, November 2, 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: October 5, 2022

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
 - tourtexas.com continues.
 - Sesquicentennial meetings continue. Next Meeting - Nov. 29
 - banners ordered, theme for gala, May 20 celebration weekend - Morning at the preserve and in downtown in the afternoon
 - Ad purchased with Lake Fork Map
 - Promotional items for 150 - Towels, pins, shirts, hats, tumblers, ornaments, key chains, coins
 - Magical Mineola Promotion - Christmas Parade / Shopping / Sweets / drawing / carriage rides / mini train
 - Planes, Trains, and Automobiles report
 - Meredith Request - 25K for Title Sponsor for the year
 - Mural at 1888 - Working on a reveal date/time
- Future Events
 - Sesquicentennial celebration meeting - Nov. 29
 - Freedom Runners 5K/10K at Nature Preserve Nov. 5
 - Clover Family Fun Day / Veterans Parade - Nov. 12
 - Amtrak - (Longview Sidetrack Event)\
 - Girls night shopping event - Nov. 26
 - Main Street's big fundraiser - Dueling Pianos

2. Downtown /Main St. Merchants – Donna Hanger

3. Mineola Chamber – Mary Boone

4. Mineola Civic Center – Lisa Bright

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**

IF YOU CANNOT ATTEND, PLEASE CONTACT OWEN TINER at City Hall at **903-569-6183** OR email **OTINER@MINEOLA.COM**

The above notice of this meeting was posted on the bulletin board at the Mineola Municipal Complex on _____.
By _____

This facility is wheelchair accessible and accessible parking spaces are available. Request for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact our office at 903-569-6183 for further information.