

**MARKETING ADVISORY BOARD AGENDA**

**WEDNESDAY, January 4, 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       | ___ Landmark - 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: November 2, 2022

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

- Advertising / Reports
  - tourtexas.com continues.
  - Sesquicentennial meetings continue. Next Meeting - January 24 at 5:30
    - banners are in and going up next week
    - 150 for 150 fundraising promotion starting out very well
    - May 20 celebration weekend - Morning at the preserve and in downtown in the afternoon. committees meeting on this monthly.
    - Promotional items being sold by MISD students.
  - The County Line Coffee table book should be out by the end of the month
  - 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 report.
  - 
  - Mural reveal was a success
- Future Events
  - Sesquicentennial celebration meeting - January 24
  - Mr. and Mrs. Sesquicentennial
  - Amtrak - (Longview Sidetrack Events)
  - Main Street's big fundraiser - Dueling Pianos - April 1

2. Downtown /Main St. Merchants – Donna Hanger

3. Mineola Chamber – Chamber Representative

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.