

MARKETING ADVISORY BOARD AGENDA
WEDNESDAY, August 2, 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, Vice Chair | ___ Landmark - Sue Jones |
| ___ Lodging - Allene Doggett | ___ Wisener Field - Lupita Wisener, Secretary |
| ___ Downtown Merchants - 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 June 7, 2023

IV. **Reports/ Updates**

1. Marketing Activities – Owen Tiner

• Advertising / Reports ○

tourtexas.com

- Walking Map for Downtown
- Business directory updates on website
- USA today ad in works
- Sesquicentennial concert -
 - Meetings Aug 8, 15, 22, 29 in council chambers at 5:30
- Vault opening amazingly successful
- Cornhole Tournament, Fireworks, Rodeo and Golf tournament all successful

2. Concert – Lineup / Volunteers / Sponsors / advertising / Questions

3. Updates from board

- Downtown /Main St. Merchants – Donna Hanger
- Mineola Chamber
- Mineola Civic Center – Lisa
- 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**