

**MARKETING ADVISORY BOARD AGENDA**  
**WEDNESDAY, October 4, 2023 - 8:30 A.M.**  
**MINEOLA CITY HALL, COUNCIL CHAMBERS**  
**300 GREENVILLE HWY., MINEOLA, TX 75773**

**I. Call to order and roll call**

- |   |   |
|---|---|
| <input type="checkbox"/> Museum - Sharon Chamblee, Chair        | <input type="checkbox"/> Chamber Representative                     |
| <input type="checkbox"/> Civic Center - Lisa Bright, Vice Chair | <input type="checkbox"/> Landmark - Sue Jones                       |
| <input type="checkbox"/> Lodging - Allene Doggett               | <input type="checkbox"/> Wisener Field - Lupita Wisener, Secretary  |
| <input type="checkbox"/> Downtown Merchants - Donna Hanger      | <input type="checkbox"/> 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 September 13, 2023
2. Discuss and consider replacement for long time Marketing board member, Donna Hanger
3. Elections of officers for the Mineola Marketing and Tourism board for the fiscal year 2023-2024.

**IV. Reports/ Updates**

1. Marketing Activities – Owen Tiner
  - Advertising / Events / Reports
    - Farwell to Donna
    - Walking Map for Downtown on app and website
    - TSTG Ad turned in
    - Accepting Scenic City certification 10/5
    - Hog Wild 5K, 10K, 15K – MNP – 10/7
    - Gala planning underway – getting numbers for Lisa
    - Vault discussion from 9/26 150 meeting – What goes in / date?
    - Iron Horse, Murals, Car Show successful. Rough numbers.
    - Car shows on 10/7 (MG), 10/21 (ABC), 10/28 Iron Horse Car Show.
    - I'll be out 10/11-10/13 for TEDC
    - Trunk or Treat 10/31
    - HOT totals for fiscal year – up 17%
2. 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**