

**City of Mineola**  
**Marketing/Tourism Advisory Board Minutes**  
**Wednesday January 3, 2024 8:30 A.M.**  
**Mineola City Complex**  
**Mineola, Texas**

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

**Present:** Lisa Bright, Vice Chair, Lupita Wisener, Secretary, Allene Doggett, Kelsey McGilvray, Danielle Vance and Owen Tiner.

**Absent:** Sharon Chamblee, Christi Gully, Sue Jones

Meeting called to order by Lisa at 8:30A.M.

**II. General Announcements**

**III. Discuss, review & consider following items for possible action:**

Consider action on minutes of previous meeting October 4, 2023 and November 1, 2023. Danielle made a motion to approve the minutes. The motion was seconded by Kelsey and the motion carried.

**IV. Reports/Updates**

**1. Marketing Activities—Owen Tiner**

**Advertising/ Events/Reports**

App Push—New website in 2024 with app and social media.

Building a new website to accommodate app and other sites. New Website will be online in May.

Small Report on 150<sup>th</sup> Celebration year/magical Mineola numbers

Owen handed out and reviewed a cell phone ping report from Placer.ai  
HOT numbers for 2023/Quarter 1 2024

Waiting on the Beckham

Meredith Request—Dog Park with Civic Center

Before Covid cost in 2019 was \$10,000. Working with Civic Center to request appropriate amount of funding from the Meredith Foundation.

Marketing Events for the Year

Music in May

Will add a Friday and Saturday Christmas Event

Eclipse Planning—April 4-8 2024

No one from the city will be off. Parks Board is working on an event at the Nature Preserve with music, vendors, etc. The state has informed cities that they will not be providing any resources. The chief has informed the city that they will not be able to patrol everything if they have the event.

## **2. Updates from Board**

### **Downtown/Main St. Merchants—Christi Gully absent**

Owen reported that December was a record year in sales. He also said that Donna said the Parade weekend and the Girl's Night Out events were "great".

### **Mineola Chamber—Kelsey McGilvray & Danielle Vance**

Danielle reported that the Christmas Parade was very successful. She also said that today there will be a ribbon cutting for the Gamestore and on the 16<sup>th</sup> there will be another ribbon cutting for a beauty salon at the Venues on Sycamore street. She added that the chamber has a new website and the new email address is: [admin@mineolachamber.org](mailto:admin@mineolachamber.org). She said that on the new website that members can post job openings and promotions. Kelsey reported the Annual Membership lunch meeting will be on January 31<sup>st</sup> at the Civic Center for the first 50 members who register. She added that the Annual Banquet will be held on February 22 and the theme will be "Starry Night". Danielle said that the May Fiesta will be held on Saturday May 4. Kelsey added that voting was going on for Chamber Directors.

### **Mineola Civic Center—Lisa Bright**

Lisa reported that the contractors will finish the Magnolia Room in about a week. She added that after this room is finished the next room to be refurbished will be the Pecan Room and then the bathrooms will be remodeled. She also said that another Pickle Ball Court has been added along with more picnic tables. She added that there are plans to add a Disc Golf Course along with a Dog Park. She also said that the Kiwanis provided shades at the playground.

### **Museum—Sharon Chamblee absent**

Owen said that the Chick-Fil-a fundraiser sold 255 sandwiches. The museum had 39 visitors for the month of December. The Santa Day drew 300 visitors.

### **Royal Flying Circus Aviation Museum & Wisener Airport—Lupita Wisener**

Lupita reported that there were about 10 visitors to the museum. She added that the Experimental Aircraft Association (EAA) Chapter 1475 was unable to enter the EAA Biplane in the Christmas Parade due to a logistics issue. She also said that at this time of the year there are not many flying events due to the weather.

### **Lodging—Allene Doggett**

Allene reported that Café U no longer offers a B&B. She also added that the Hooks House is no longer a B&B. She said that a new B&B is being planned for this year. She added the Rodeway Inn should have a ribbon cutting by the end of January. She said the rooms look very good after the remodeling. She also said that Royce Freeborn will be remodeling the Henry Hotel to have one or two offices on the first floor and apartments on the second floor.

### **Landmark Projects & Iron Horse Square Projects—Owen**

Owen reported that the Mini train did well in December and that it was rented on the last weekend in December. He also said that the Skate Park was doing well.

**V. Other news, events, announcements or items for next agenda**

Owen announced that with a \$500,000 grant a third rail for passenger trains will be built for new passenger service from Georgia to Dallas. The new platform will be for Amtrak so the passenger train will not block the freight trains. He added that a Pedestrian Bridge is also in the plans.

**VI. Adjournment**

Lisa adjourned the meeting at 9:34 AM.

Next scheduled meeting will be February 7, 2024 at 8:30 A.M. at Mineola City Hall Complex, 300 Greenville Ave. Mineola, Texas 75773. IF YOU CANNOT ATTEND, PLEASE CONTACT Owen Tiner at 903-569-6183 or e-mail: [otiner@mineola.com](mailto:otiner@mineola.com).