

MARKETING ADVISORY BOARD AGENDA

WEDNESDAY, February 14, 2024 - 8:30 A.M.

MINEOLA CITY HALL, COUNCIL CHAMBERS

300 GREENVILLE HWY., MINEOLA, TX 75773

I. Call to order and roll call

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|--------------------------------------------|------------------------------------------------|
| ___ 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 – Christi Gully | ___ 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 January 3, 2023

IV. Reports/ Updates

1. Marketing Activities – Owen Tiner

- Advertising / Events / Reports

- New Website and app coming. Stay tuned.
- Ads and campaign set for Piney Woods Life – Highlighting March - June
- HOT Report filed with the State for 2023
- Kid Fish – Feb 10 (update)
- Couples Night – Feb 10 (update)
- Kiwanis Chili Cook off – Feb 10 (update)
- Black History Program Feb 15 – McFarland Museum
- Main Street Dueling Pianos – 4/13 5:30
- Music in May – 4 acts confirmed – one more

2. Updates from board

- Downtown /Main St. Merchants – Christi Gully
- Mineola Chamber
- Mineola Civic Center – Lisa Bright
- 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