

MARKETING ADVISORY BOARD AGENDA
WEDNESDAY, March 13, 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 February 14, 2024

IV. Reports/ Updates

1. Marketing Activities – Owen Tiner

- Advertising / Events / Reports

- New Website and app coming. Cindy and I have begun training. Possibilities are endless on how we can make it look.
- Ads for Lake Fork Map finished and proofed. City and MNP
- Nature Preserve events: Birds of Prey, Wildflower 5K, 10K (Update) – Chef Tyler and Promise of Peace Cooking event on March 24, 2-4 – Ticketed, Bird Bingo starting this month.
- Joyce Williams honored as one of East Texas’ “Remarkable Women” by KETK on March 5.
- Theater Birthday Party March 16 at 6
- St. Patrick’s Day Pub Crawl – March 16
- LCSB – March 17 (2:30) and March 19 (7:30)
- Mini Train is BACK! – Easter Train on March 30th 11-3
- Main Street Dueling Pianos – April 13 5:30 – Individual Tickets - \$50
- Music in May Sponsorship letter out and getting results.
- Possible “Spring Fling” event coming with car show, vendors, etc. – The Line/Jorjie’s heading it up. – Beneficiary unknown currently.
- Golf tournament in the works with City and MCC for summer

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