



**Jackson Theatre Board Meeting  
Jackson Theatre  
121 W. Main Street  
Wednesday, February 4, 2026, at 3:00 PM**

**PUBLIC COMMENTS REGARDING AGENDA ITEMS**

Members of the public wishing to speak concerning any item on the agenda during the Public Comment period must sign up by calling the Town Administrative Office at 423-753-1030 with their name, address, and subject about which they wish to speak no later than 2 hours before the meeting if the meeting occurs during normal business hours or by 4:45 p.m. the day of the meeting if the meeting occurs after hours. Otherwise, such member of the public must sign in at the location of the meeting, prior to the beginning of the meeting, by seeing the Town Administrator, other town staff, or members of the Board at Jackson Theatre Board meetings. Each individual shall be given three (3) minutes to address the Board regarding Agenda items. Comments shall be limited to items on the meeting's Agenda.

**Agenda**

1. Call to Order
2. Opening Prayer
3. Roll Call
4. Approval of minutes
5. Public Comments

**New Business**

1. Marketing Update
  - a. Survey Questions Review
  - b. WNCW advertising
  - c. WETS advertising
  - d. Six Rivers advertising
  - e. Brochure distribution/brochure review
  - f. Update from Jessica Sanders
2. Upcoming Shows
  - a. Chuck Brodsky- moved to May 30<sup>th</sup>, 2026 due to weather
  - b. TN Dept of Tourism Development- TN Songwriter's Qualifying Round
  - c. Kelsey Waldon featuring Gabe Lee
  - d. Uptown Dueling Pianos
  - e. Trey Hensley- Album Release Party

- f. Ballad Health and Jackson's Prime present JJ Weeks
- 3. Upcoming Partnership Events
  - a. Department of Tourism
  - b. International Storytelling Center
  - c. McKinney Center
- 4. Goals and Action Plan- Updates
- 5. Jackson Theatre Board Meetings-2026
  - a. March 4, 2026
  - b. April 1, 2026
  - c. May 6, 2026
  - d. June 3, 2026 (discuss an alternate date)
  - e. July 1, 2026
  - f. August 5, 2026
  - g. September 2, 2026
  - h. October 7, 2026
  - i. November 4, 2026
  - j. December 2, 2026
- 6. August 8<sup>th</sup>- Fundraiser at the Jackson Theatre
- 7. Marquee Ball 2026 Date
- 8. Chairman Communications
- 9. Board Member Communications
- 10. Town Staff Communications
- 11. Adjournment