



**Jackson Theatre Board Meeting
Jackson Theatre
121 W. Main Street
Wednesday, March 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- Final Review
 - b. Six Rivers Media- advertising started with Erwin Record and Hometown Mailer
 - c. Advance Travel
 - d. Update from Jessica Sanders
2. Upcoming Shows
 - a. Trey Hensley- Album Release Party on March 7th at 7pm
 - b. Rental Event- JJ Weeks with Jackson's Prime on March 8th at 7pm
 - c. Four Leaf Peat on March 13th at 7pm
 - d. Southern Momma on March 27th at 7:30pm
3. 250th Programming at the Jackson Theatre

- a. Dates have been set for Abraham Lincoln and John Adams interpreters
 - b. Partnership event with McKinney Center to start in May
 - c. Monthly historical movies continue through 2026
4. Film Premier with Love in StoryTown- April 2026
5. Jackson Theatre Board Meetings-2026
 - a. April 1, 2026
 - b. May 6, 2026
 - c. June 3, 2026 (discuss an alternate date)
 - d. July 1, 2026
 - e. August 5, 2026
 - f. September 2, 2026
 - g. October 7, 2026
 - h. November 4, 2026
 - i. December 2, 2026
6. April 11th- Volunteer Appreciation Event at 3pm
7. 2026 Fundraising Events
8. Chairman Communications
9. Board Member Communications
10. Town Staff Communications
11. Adjournment