

**Marketing Department Report
For November 2018
For City Council
By Lynn Kitchens**

- Hire date was Nov. 26, 2018. Spent my first week getting familiar with staff and facility. Meeting some board members, volunteers and citizens. Began organizing the office and getting familiar with the files (computer and hardcopy) and City's software.
- Attended a video demonstration from a company that can provide web site integration for all City departments and boards/organizations. Integration would save time and labor updating and could produce a very attractive, user-friendly site for the City and all of its entities.
- Reviewed and signed annual contract with *County Line Magazine* for advertising in that entertainment and travel magazine as well as online publication on the magazine's website.
- Reviewed and signed a December contract with KLV Television for an advertising campaign that will run throughout December. Provided photos and information for the un-skippable video ad that runs prior to KLV weather forecast and news feed on KLV's apps. This ad has also run in front of the early morning news and weather spots on KLV's morning television shows. The video has been placed on City of Mineola's Facebook pages and has been very successful – having been viewed over 1,100 times in its first eight hours on Facebook.
- Was added as administrator on five of the City web sites for: City of Mineola, Mineola Main Street Program, Mineola Nature Preserve, Mineola Farmers' Market, and Mineola Historical Museum.
- Was added as a page administrator on five of the City Facebook accounts and began updating posts with events and activities.

Meetings attended:

City Council – Nov. 26, 2018