

**Marketing Department Report for City Council
January 2019
By Lynn Kitchens**

Meetings attended:

Marketing Advisory Board – Jan. 2, 2019
Parks & Open Spaces Board – Jan. 15, 2019
City Council workshop – Jan. 24, 2019
City Council meeting – Jan. 28, 2019

Activities

- 1/07/2019 – Attended Rotary Club luncheon meeting with Mayor White and provided the program, sharing information regarding the marketing department and city activities.
- 1-12-2019 – Attended Line Street mural dedication, took photos and posted information to all City Facebook pages.
- 1/16/2019 – Attended North East Texas Economic Development Roundtable in Canton with Mercy Rushing.
- 1/17/2019 – Attended North East Texas Tourism Council meeting in Marshall, TX.
- 1/19/2019 – Secured a free booth for Mineola Nature Preserve at Rains County Eagle Fest in Emory, coordinating volunteers to help man and provide information and promotional items to festival attendees. I worked the afternoon shift.
- 1/22/2019 – Attended Kiwanis luncheon with Mayor White.
- 1/23/2019 – Sat in on phone conference with Mercy Rushing and Aaron Farmer/The Retail Coach to discuss economic development prospects.
- 1/29/2019 - Assisted Mercy Rushing in preparation of “Sell Your City” economic development event at Tyler Junior College for realtors and developers. Researched and built PowerPoint presentation and assisted with narration outline. Attended event and was able to network with several contacts.
- 1/30/2019 – Coordinated and attended phone/web conference with MuniCode concerning design elements for website. Also attending: Cindy Karch and Mercy Rushing.
- 1/31/2019 – Sat in on meeting with Mercy Rushing and Sanderson Farms reps, grant writer, contractors and CenterPoint Gas reps as they discussed billing for gas line easements and completion of the gas line project.
- 1/31/2019 – Attended East Texas I-20 Corridor Alliance meeting in Lindale with Mercy Rushing.
- Prepared and distributed February 2019 City Calendar.
- Updated all City websites when needed.
- Posted daily and weekly posts to Facebook and Twitter concerning Mineola events and activities. Monitored analytics for Facebook posts to gauge activity.

FACEBOOK STATISTICS

MINEOLA TEXAS page As of 1/31/2019 9,623 Followers 9,719 Likes

SWEPCO trimming notice
Posted Jan 4 2019
Reached 5,544
1,065 Engagements

Line Street Mural dedication
Posted Jan 12 2019
Reached 4,980
1,445 Engagements

Five Things To Do In Mineola...
Posted Jan 7 2019
Reached 3,732
451 Engagements

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Daddy Daughter Princess Ball
Posted Jan 16 2019
Reached 3,515
293 Engagements

US Census Hiring (ran after Complete Count meeting)
Posted Jan 18
Reached 4,046
389 Engagements

MINEOLA MAIN STREET page As of 1/31/2019 967 Followers 970 Likes

Main Street Baked Potato Fund Raiser
Posted Jan 2 2019
Reached 3,192
177 Engagements

Line Street Mural dedication announcement
Posted Jan 8 2019
Reached 4,097
543 Engagements

Line Street Mural dedication reminder
Posted Jan 11 2019
Reached 1,969
76 Engagements

Mineola Nature Preserve page As of 1/31/2019 5,266 Followers 5,359 Likes

Kid's Hunt cancellation
Posted Jan 2 2019
Reached 1,813
54 Engagements

SWEPSCO trimming notice
Posted Jan 4 2019
Reached 782
110 Engagements

Mineola, TX Historical Museum page As of 1/31/2019 1,506 Followers 1,526 Likes

Baked Potato Fund Raiser order form
Posted Jan 2 2019
Reached 2,741
193 Engagements

Copies of posts are on file in my office and available for your review.