

## Marketing Department Report for City Council

February 2019

By Lynn Kitchens

- 2/01/2019 – Met with Joyce Williams and discussed the creation of new Facebook page for Iron Horse Square. Built and published the page.
- 2/6/2019 – With Mercy Rushing, met with program director and community coordinator from University of Texas at Tyler to discuss an entrepreneur services program that is available from the university.
- 2/08/2019 – Attended Career and Technical Education programs meeting at MISD with Mercy Rushing to hear discussion by the grant committee concerning progress and future plans for the regional program.
- 2/11/2019 – With Mercy Rushing, met with MHS Engineering Firm reps at location of new basketball court next to water tower to discuss proposed design and needs. Also went to MEDC lot (old 1888 building) at corner of Johnson and Commerce to discuss proposed beautification of that lot until it is sold.
- Designed and ordered “For Sale” sign for the MEDC lot (old 1888 building) at corner of S. Johnson & Commerce St.
- 2/13/2019 – Attended Chamber of Commerce monthly board meeting.
- 2/22/2019 – Attended Black History Month program
- 2/28/2019 – Attended marketing opportunity hosted by KLTV television.
- Designed and approved March/April ad for County Line Magazine
- Met with Joyce Williams to discuss flyer for mini train schedule.
- Designed and approved ad for North East Texas Tourism Council regional marketing map.
- Prepared and distributed March 2019 City Calendar.
- Updated all websites.
- Posted daily and weekly posts to Facebook and Twitter concerning coming Mineola events and activities. Monitored analytics for Facebook posts to gauge activity and reach.

### **City Meetings attended:**

Marketing Advisory Board – Feb. 6, 2019

MEDC – Feb. 12, 2019

City Council meeting – Feb. 25, 2019

**MINEOLA TEXAS page      As of 2/28/2019      9,731 Followers      9,822 Likes**  
**108 Increase      103 Increase**

TXDOT announces closing rail crossing for repairs  
 Posted Feb 1 2019  
 Reached 50,510  
 4,478 Engagements

Union Pacific has completed repairs on US 69 crossing  
 Posted Feb 7 2019  
 Reached 9,073  
 949 Engagements

Trout Fishing at Nature Preserve  
 Posted Feb 8 2019  
 Reached 11,880  
 615 Engagements

Kacey Musgraves wins at Grammys  
 Posted Feb 10 2019  
 Reached 6,674  
 1,087 Engagements

Mini Train Regular Schedule announced  
 Posted Feb 11 2019  
 Reached 8,727  
 900 Engagements

**MINEOLA MAIN STREET page      As of 2/28/2019      967 Followers      970 Likes**  
**12 Increase      11 Increase**

Welcome to Sweet Magnolia Vintage – new business  
 Posted Feb 13 2019  
 Reached 823  
 177 Engagements

Lara Hope & Gold Hope Duo – Free concert  
 Posted Feb 18 2019  
 Reached 747  
 45 Engagements

Kiwanis Chili Cook Off  
 Posted Feb 19 2019  
 Reached 316  
 11 Engagements

**Mineola Nature Preserve page      As of 2/28/2019      5,306 Followers      5,359 Likes**  
**40 Increase      34 Increase**

He caught a Golden Trout! (Kids Fish)	Announce – FREE Kids Fish Trout Fishing
Posted Feb 9 2019	Posted Feb 8 2019
Reached 3,893	Reached 2,033
946 Engagements	153 Engagements

Proud of Kacey Musgraves  
 Posted Feb 12 2019  
 Reached 2,322  
 223 Engagements

**MINEOLA, TX HISTORICAL MUSEUM page      As of 2/28/2019      1,552 Followers      1,570 Likes**  
**46 Increase      44 Increase**

Kacey Musgraves wins Grammys	Appreciation to Cooke and Greer for Black History Month program
Posted Feb 10 2019	Posted Feb 25 2019
Reached 982	Reached 525
170 Engagements	99 Engagements

**IRON HORSE SQUARE page      As of 2/28/2019      170 Followers      170 Like**  
**170 Increase      170 Increase**

Mini Train Announces regular schedule

Posted 2 11 2019

Reached 3,821

243 Engagements

Announcement of Iron Horse Square Facebook page

Posted Feb 8 2019

Reached 1,318

191 Engagements

Changed profile picture

Posted Feb 2 2019

Reached 1,760

87 Engagements