

Marketing Department Report for City Council

March 2019

By Lynn Kitchens

- Manned booth at Dallas Home & Garden Show at Market Hall as a vendor in co-op with North East Texas Tourism Council. – March 1
- Attended phone/online meeting with MuniCode along with Cindy Karch to discuss and review needs of City government piece for new web site. – March 4
- Created and prepared advance marketing for opening day of Iron Horse Square Mini Train. – March 9
- Created and prepared advance marketing for T & P Rail Road 90th Anniversary in Mineola Celebration. – March 9
- Met with Chamber of Commerce new president Yvonne Maddox along with Mercy Rushing to discuss Chamber and City roles and support for economic development and marketing. – March 13
- Attended Chamber of Commerce board of directors meeting as City representative. – March 13
- Attended North East Texas Tourism Council bi-monthly meeting in Canton. – March 20
- Designed and purchased ad Texas Farm & Home Magazine to go with a feature on Sabine River.
- Designed ad for Lake Fork map for Mineola EDC.
- Approved ad for County Line Magazine May/June issue.
- Prepared and distributed April 2019 City Calendar.
- Prepared and mailed out First Quarter Hotel Occupancy Tax forms to Mineola lodging.
- Ongoing - Updated all six City websites.
- Ongoing - Posted daily and weekly posts to six City Facebook and Twitter pages concerning coming Mineola events and activities. Monitored analytics for Facebook posts to gauge activity and feedback.

City Meetings attended:

City Staff meeting – March 5

Marketing Advisory Board – March 6

City Council meeting – March 25

Main Street Wine Train volunteer training for registration – March 27

MINEOLA TEXAS page **As of 3/31/2019** **9,840 Followers** **9,929 Likes**
109 Increase from last month **107 Increase from last month**

21 separate posts for Wine Train – combined total
 Reached 27,663
 6,188 Engagements

Mini Train announcement of regular schedule
 Posted March 1 2019
 Reached 19,798
 2,580 Engagements

Announcement of death of David Stevenson
 Posted March 21 2019
 Reached 9,329
 3,127 Engagements

Construction to begin on Loop 564
 Posted March 14 2019
 Reached 8,913
 761 Engagements

MEDC lot for sale
 Posted March 6 2019
 Reached 4,478
 859 Engagements

MINEOLA MAIN STREET page **As of 3/31/2019** **1069 Followers** **1070 Likes**
102 Increase from last month **100 Increase from last month**

13 separate posts for Wine Train – combined total
 Reached 4,718
 1,030 Engagements

Train special St. Patrick's Day run
 Posted March 15 2019
 Reached 795
 41 Engagements

Grand Opening of The Watt House
 Posted March 7 2019
 Reached 443
 21 Engagements

MINEOLA NATURE PRESERVE page **As of 3/31/2019** **5,364 Followers** **5,450 Likes**
58 Increase from last month **91 Increase from last month**

Mini Train announces regular schedule
 Posted March 1 2019
 Reached 3,324
 309 Engagements

Mini Train video – April schedule
 Posted March 19 2019
 Reached 2,167
 411 Engagements

Video – County Road Film Company drone footage of Nature Preserve
 Posted March 19 2019
 Viewed 1,149

MINEOLA, TX HISTORICAL MUSEUM page **As of 3/31/2019** **1,557 Followers** **1,575 Likes**
5 Increase from last month **5 Increase from last month**

Mini Train video – April schedule
 Posted March 19 2019
 Reached 419
 85 Engagements

Mini Train announces regular schedule

Posted March 1 2019
 Reached 340
 12 Engagements

IRON HORSE SQUARE page	As of 3/31/2019	270 Followers	204 Likes
		100 Increase from last month	34 Increase from last month

Mini Train Announces regular schedule
 Posted March 1 2019
 Reached 975
 138 Engagements

T & P Rail Road 90th Anniversary Celebration
 Posted March 4 2019
 Reached 573
 38 Engagements

Mini Train St. Patrick's Day special
 Posted March 15 2019
 Reached 474
 62 Engagements

Celebrating birthday #88
 Posted March 30 2019
 Reached 371
 153 Engagements

FARMERS MARKET page	As of 3/31/2019	790 Followers	779 Likes
		6 Increase from last month	6 Increase from last month

Video - Announcement of opening day for Farmers Market
 Posted 3 25 2019
 Viewed 1,033

City of Mineola
Marketing/Tourism Advisory Board Minutes
Wednesday, March 6, 2019 8:30 A.M.
Mineola City Complex
Mineola, Texas

Present: Lynn Kitchens, Marketing Director, Sharon Chamblee, Chair, Lupita Wisener, Secretary, and Donna Hanger, Downtown Merchant.

Absent: Ashley Unger, Nancy Murphy, Maddi Regalado, Sue Jones

Meeting was called to order by Sharon Chamblee at 8:35 A.M.

Minutes: Due to a lack of quorum, the February minutes were not approved.

DISCUSS, REVIEW AND CONSIDER ACTIONS:

1. **Update on new web site**—Lynn Kitchens stated that they have had two design meetings with Municode to discuss the government side of the website and to go over design ideas. The new website should be operational in about one month.
2. **Social Media Report**—Lynn Kitchens reported that the Facebook and Twitter accounts have increased to 10,000 followers and forty-seven new likes. The “Five Things to Do in Mineola” continues to receive the most followers. Store grand openings, ribbon cuttings, Mineola news and Mini Train schedule will be added to this particular post. The Mini Train is scheduled to be operating on the second and third Saturdays from March through October. The train will be available for special holidays, festivals and will be rented at \$100/ hour for birthday parties and special events. The train will not operate during wet weather.
3. **Events/Marketing Activities Report**—Lynn Kitchens reported that an advertising block has been purchased in the *Houston Chronicle* that will feature spring events in Mineola including the May Fiesta Day. In the fall a larger advertising block will be purchased. *The County Line* offers an annual advertising package for \$6,000; their individual ads cost \$750. Advertising has also been purchased on the *Lake Fork Map* and in the *North Texas Tourism Event Guide*. Free advertising sites such as those offered in *The Texas Coop Power* will also be utilized. At the Dallas Home and Garden Show at the Trade mart bags filled with maps, tourism guides and rack cards were given out to attendees. On May 10th at the Travel Center in Waskom the City of Mineola has been invited to participate and take enough items to fill an eight foot table. HOT funds posted through December 2018 showed a decline for the year. Perhaps the decline could be attributed to the decreased availability of the local Bed and Breakfast facilities.
4. **Mineola Chamber Report**—No report was given.

5. **Mineola Civic Center Report**—No report was given.
6. **Museum Report**—Sharon Chamblee reported that there were 9 attendees at the museum for the month of February.
7. **Royal Flying Circus Aviation Museum and Mineola-Wisener Airport** – Lupita Wisener reported that there were no visitors to the museum in February.
8. **Munzesheimer Manor/lodging Report**—No report was given.
9. **Landmark Projects & Ironhorse Square Project**—No report was given.

IV. **Other Announcements**

Donna Hangar reported two downtown merchants will be creating an event “A Lady’s Night Out” aimed to lure women shoppers to downtown Mineola. The event will be held once a month on a Saturday from March through August. It will require merchants to be open from 5:30-8:30 in the evening and give out prizes. They are hoping that participating shops will offer food and wine.

Adjournment: There being no other business the meeting was adjourned.

Next scheduled meeting will be April 3, 2019 at 8:30 A.M. at Mineola City Hall Complex, 300 Greenville Ave. Mineola, Texas 75773.

IF YOU CANNOT ATTEND, PLEASE CONTACT Lynn Kitchens at 903-569-6183 or e-mail: lkitchens@mineola.com.