

Marketing Department Report for City Council

APRIL 2019

By Lynn Kitchens

- Attended phone/online meeting with MuniCode along with Cindy Karch to review City government piece for new web site and train on use. – April 1
- Looked at properties for prospective ED development with Mercy Rushing and William Crump. Discussed and noted access to utilities. – April 1
- Met with prospects with Mercy Rushing to discuss possible ED development – April 2
- Attended Veteran’s Parade planning meeting – April 3
- Attended Chamber of Commerce board of directors meeting as City representative. – April 10
- Worked with Main Street Manager Doris Newman to design and order “I Heart Mineola” tee shirt that will be sold at May Fiesta Day and other events.
- Attended Chamber of Commerce Women In Leadership Luncheon – April 24
- Assisted with Mayor’s Volunteer Appreciation Luncheon – April 26
- Assisted with volunteer coordination sign-up sheet, booth logistics, and preparation for souvenir sales for City’s vendor booth for May Fiesta Day
- Worked with Main Street Manager Doris Newman to prepare a “Downtown Scavenger Hunt” for May Fiesta Day
- Met with Downtown business owner Donna Hanger to discuss sales promotional event Girls Night Out – a late-hours shopping cooperative event involving fifteen shops & restaurants that will run May through August – April 29
- Visited with several Downtown merchants during a tour of the Main Street District – April 30
- Prepared and distributed May 2019 City Calendar.
- Monitored incoming payments for First Quarter Hotel Occupancy Tax for 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 – April 2

Marketing Advisory Board – April 3

City Council meeting – April 22

**CITY OF MINEOLA
MARKETING/TOURISM ADVISORY BOARD MINUTES
WEDNESDAY, APRIL 3, 2019 - 8:30 A.M.
MINEOLA CITY COMPLEX
MINEOLA, TEXAS**

Present: Donna Hanger, Maddie Regalado, Sue Jones, Ashlee Unger, Lisa Bright and Lynn Kitchens

Absent: Sharon Chamblee, Nancy Murphy, Lupita Wisener

I. Call to Order & Roll Call: Due to absence of all officers, Marketing Director Lynn Kitchens called meeting to order at 8:40 a.m. and recorded minutes.

II. Minutes: Sue made the motion to approve the Feb. 6, 2019 and March 6, 2019 minutes with corrections to March 6, seconded by Donna. Motion carried.

III. HEAR PRESENTATIONS AND CONSIDER ACTIONS:

1. **Marketing Report** – Lynn Kitchens reported that several efforts were in the works for marketing. Facebook/Social Media post for March had record numbers for reaches, and shares. Followers for the Mineola Texas page are almost 10K. Response to postings on all City pages continue to climb.

Top Social Media Posts Reach in March

Mini Train schedule – 19.7 K
Death of David Stevenson – 9.3K
Construction on Loop 564 – 8.9K
EDC property listing (1888 bldg lot) 4.5K
Wine Train & photos – multiple

New ad was run in Houston Chronicle Spring Events Calendar & Guide and Mineola spring event listing ad was purchased for the Van Zandt News Fun, Fair & Festivals section for March 31. Half-page ad purchased in spring issue of Wood County *Good Life, Wood Life*. In process of updating and redesigning the in-house brochure that has listings of all lodging, stores, restaurants, and attractions. Looking to give it a more professional look. Waiting to hear from Kasey Musgraves “people” for a date for 2020 Hometown Hang. Looking at Sept or Oct 2020. Kasey is on board but the Mineola concert would have to be worked into her already hectic schedule. City will be applying to WCIC for grant money for marketing that event. Sponsors will be sought. MEDC will also provide some funds.

2. **Chamber Report** – Maddie reported that new president Yvonne Maddox and new board have some great ideas and are energizing the Chamber with new programs such as breakfast mixers and lunch and learn opportunities. The Chamber’s annual awards dinner was a success. Plans are being made for the 2nd Annual May Fiesta Day on May 4th. Expecting a good crowd. Last year’s attendance was estimated at 5,000 people overall.

3. **Civic Center** – Assistant Manager Lisa Bright attended and reported in the absence of Nancy Murphy. Daddy/Daughter Dance was a big success with sold-out tickets. Looking to make even bigger next year. May add a Mother/Son Dance. There will be a big RV group will be at civic center in May and the Lone Star Dutch Oven Big Dog Gathering will be April 12 – 14. Working on getting Texas Good Sam's state rally for next year. Splash Park opens on Memorial Day weekend May 25.
4. **Museum Report** – Sharon sent a written report for Museum. Museum received 64 guests within the last 4 weeks. A tour with the Quitman Children's Library Club was rescheduled to a future date due to illness. Longview Alpine Church of Christ will be bringing a group of 30 to tour in May or June. The museum board will be setting up a tent and working the Iron Horse Festival in September. The board is discussing having a parking lot sale in the near future.
5. **Wisener Airport Report:** No report due to the absence of Lupita Wisner.
6. **Munzsheimer Manor/Lodging Report** – Ashlee reported that the mystery dinner is almost booked up. She will be hosting several groups in the near future that include East Texas Sip & Shop shopping tour and Desserts & Divas. The massage therapist at the Manor is booked up all the time. Meal prep with Taste In Transit has really taken off with 100 boxes a week going out. There will be a yoga retreat June 21 – 22.
7. **Main Street-** Donna reported that Main Street merchants are working on a ladies night out with open-late shopping. Has several merchants interested.
8. **Landmark Projects/Iron Horse Park Project** – Sue reported plans for Iron Horse Square which include an entry gate, a playground, landscaping and a small station for riders waiting to board. Other improvements include a walking trail around the park that will feature plaques with points of historical interest. Mini train has been a huge success.

IV. Announcements – No announcements

Adjournment: Sue Jones made the motion to adjourn and seconded by Maddie Regalado. Motion passed.

Next scheduled meeting will be May 1, 2019 at city hall.

IF YOU CANNOT ATTEND, PLEASE CONTACT LYNN KITCHENS AT
903-569-6183 EMAIL LKITCHENS@MINEOLA.COM

MINEOLA TEXAS page **As of 4/30/2019** **9,840 Followers** **9,929 Likes**
109 Increase from last month **107 Increase from last month**

Kacey Musgraves wins Grammys
 Posted April 8 2019
 Reached 18,542
 3,092 Engagements

Highway 80 Sale Weekend
 Posted April 11 2019
 Reached 10,680
 780 Engagements

Easter Activities
 Posted April 5 2019
 Reached 3,654
 547 Engagements

Easter Activities with Train schedule
 Posted April 15 2019
 Reached 3,887
 569 Engagements

Police Dept. DEA "Take Back Day"
 Posted April 2 & 22 2019
 Combined Reach 7,682
 523 Engagements

MINEOLA MAIN STREET page **As of 4/30/2019** **1097 Followers** **1097 Likes**
28 Increase from last month **27 Increase from last month**

MISD School Board Candidates Forum
 Posted 4 25 2019
 Reached 789
 51 Engagements

Congratulations Kacey Musgraves
 Posted April 8 2019
 Reached 565
 116 Engagements

MINEOLA NATURE PRESERVE page **As of 4/30/2019** **5,463 Followers** **5,554 Likes**
99 Increase from last month **99 Increase from last month**

Sunning Alligator
 Posted April 11 2019
 Reached 15,301
 3,706 Engagements

Having Fun in the Texas Sun Online Article
 Posted April 1 2019
 Reached 5,618
 644 Engagements

Nice Article in Texas Highways Magazine
 Posted April 24 2019
 Reached 4,655
 681 Engagements

MINEOLA, TX HISTORICAL MUSEUM page **As of 4/30/2019** **1,571 Followers** **1,588 Likes**
14 Increase from last month **13 Increase from last month**

Farmers Market Opening Day
 Posted April 15 2019
 Reached 464
 24 Engagements

Harry Meredith's Legacy Continues
 Posted April 8 2019
 Reached 436
 32 Engagements

IRON HORSE SQUARE page	As of 4/30/2019	338 Followers	335 Likes
		68 Increase from last month	131 Increase from last month
Mini Train schedule with Easter Bunny			
Posted April 5 2019			
Reached 2,784			
175 Engagements			
Stoneware with Price List			
Posted April 18 2019			
Reached 1,337			
85 Engagements			
Mini Train Video with Easter Bunny			
Posted April 24 2019			
Reached 1,117			
146 Engagements			
FARMERS MARKET page	As of 4/30/2019	809 Followers	790 Likes
		19 Increase from last month	11 Increase from last month
School Board Candidates			
Posted April 25 2019			
Reached 759			
40 Engagements			
Farmers Market Opening Day			
Posted 4 15 2019			
Reached 480			
42 Engagements			