

## Marketing Department Report for City Council

MAY 2019

By Lynn Kitchens

- Attended phone/online meeting with MuniCode representative along with Cindy Karch to review City government piece for new website and receive training on use.
- Assisted with volunteer coordination sign-up sheet, booth logistics, and preparation for souvenir sales for City's vendor booth for May Fiesta Day
- Met with Downtown business owner Donna Hanger to finalize sales promotional event Girls Night Out – a late-hours shopping cooperative event involving fifteen downtown shops & restaurants that will run May through August on second Saturday of each of those months.
- May 4 – Helped with set-up and worked City board's joint vendor/information booth downtown at May Fiesta Day.
- May 8 – Met with prospects to discuss future development in Mineola
- May 9 - Met with Dr. Richard King, Community Programs Director for Tyler Junior College, to discuss needs for business training, entrepreneurship, and expansion for Mineola businesses.
- May 14 - Prepared minutes, meeting packages, and support information for MEDC meeting
- May 15 - Attend Texas Economic Development Council Regional Conference in Lindale
- May 17 - Prepared and distributed June 2019 City Calendar.
- May 22 – Participated in phone conference for software and site training for new city website provided by designers and host Municode, along with Mercy Rushing and Cindy Karch.
- May 23 - Prepared and submitted Wood County Industrial Commission HOT Funds Grant application with request for \$10,000 for advertising/marketing Kacey Musgraves Hometown Hang 2020
- Met with advertising representative from Van Zandt Newspapers to discuss marketing opportunities on an area basis
- Began review of City boards, reviewing bylaws, City's Code of Ordinance, boards goals and activities, as requested by Mayor White
- Began Marketing Department review for FY 2020 budget preparation
- Ongoing - Updated current City websites as needed.
- 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:**

Marketing Advisory Board – May 1

City Staff meeting – May 7

MEDC meeting – May 14

City Council meeting – May 20

**City of Mineola**  
**Marketing/Tourism Advisory Board Minutes**  
**Wednesday, May 1, 2019 8:30 A.M.**  
**Mineola City Complex**  
**Mineola, Texas**

**Present:** Lynn Kitchens, Marketing Director, Sharon Chamblee, Chair, Nancy Murphy, Vice Chair, Lupita Wisener, Secretary, Maddi Regalado, Chamber and Donna Hanger, Downtown Merchant.

**Absent:** Ashley Unger, Sue Jones

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

**Minutes:** Donna made the motion to approve the April 3, 2019 minutes seconded by Nancy. Motion carried.

**DISCUSS, REVIEW AND CONSIDER ACTIONS:**

1. **May Fiesta Day (May 4) vendor booths**—Lynn Kitchens reported that volunteers from all of the city boards staffed the two booths set up at the Fiesta event. Public works set up the tents and chairs. Volunteers sold T-shirts as well as other souvenirs. Periodic drawings for T-shirts were held. Volunteers gave out rack cards, brochures and information on upcoming activities and fundraisers. Each volunteer was given a T-shirt.
2. **Ladies Night Out/Main St. Merchants**—Donna reported that a rack card has been created for the “Girls Night Out” event to be held on the second Saturday of each month from May through August. Fourteen downtown shops contracted to participate by staying open late and giving away a door prize. Additionally for each \$10 spent in the participating stores, the shopper will receive a ticket for a drawing for a \$100 gift certificate. The drawings for door prizes and the gift certificate will be held at La Waffallata at 8:45PM and shoppers must be present to win. The event is being promoted on Facebook.
3. **Social Media Report**—Lynn Kitchens reported that the City of Mineola Facebook account now has over ten thousand followers. She provided board members with a page listing the six Facebook Pages noting the increase in followers for each page since she began on November 26, 2018.
4. **Events/Marketing Activities Report**—Lynn Kitchens provided a page to each board member detailing her activities for the month of April. She reported on the upcoming events and marketing activities for the month of May. On May 10<sup>th</sup> Lynn will represent the City at the TxDOT Visitor’s Center in Wascom. She will give out rack cards, brochures and answer questions to tourists visiting the center. Lynn also reported that the new owners of the newspaper will no longer manage the annual Fireworks Fundraiser. Therefore the city will partner with the Kiwanis Club to raise the \$4,000 necessary to

hold the event. Lynn reported that the Hotel Occupancy Taxes (HOT) were down for the last quarter of 2018 probably due to a wet and cold winter. The first quarter is also projected to be down due to the weather. Lynn reported that two ads were purchased in the *County Line* May/June issue. A half page ad was purchased in the local newspaper supplement, *Good Life*. An article on the Nature Preserve was published on the online version of *Texas Highways*. An ad for the Nature Preserve was also purchased in the *Farms and Home Magazine*.

5. **Mineola Chamber Report**—Maddi reported that the vendors were down from last year for the Fiesta Day event most probably due to the wet weather. The Chamber did not have a rain date and does not offer refunds in case the event is rained out. The Fiesta Day event went well with events for the children, classic cars, music, and Aztec Dancers. On May 7<sup>th</sup> there will be a members only Networking Breakfast to be held at 8:30 AM at Kelly B's Restaurant.
6. **Mineola Civic Center Report**—Nancy gave each board member a page listing all of the RV Rallies scheduled for 2019. Currently there are nine rallies scheduled with each rally having from ten to 100 RV's. She added that in the month of March rally participants spent over seven thousand dollars in Mineola.
7. **Museum Report**—Sharon Chamblee reported that the museum will be landscaping the exterior. A tour group from Longview is scheduled to tour the museum on June 30<sup>th</sup>.
8. **Royal Flying Circus Aviation Museum and Mineola-Wisener Airport** – Lupita reported a total of ten visitors to the museum. There are five aviation events scheduled for the remainder of the year.
9. **Munzesheimer Manor/lodging Report**—No report was given.
10. **Landmark Projects & Ironhorse Square Project**—Lynn reported that trees will be donated by the Scouts for Iron Horse Square Park. A walking trail inside the rail track will be added. The Mini-Train has given 3000 rides since it opened. On Easter weekend, 800 rides were given. Kacy Musgraves' team has scheduled the Home Town Hang Concert for either September 2<sup>nd</sup> or 3<sup>rd</sup> of 2020. WCIC will provide a \$10,000 sponsorship. The concert will allow only eight thousand attendees.

#### IV. **Other Announcements**

**Adjournment:** A motion to adjourn was made by Nancy and seconded by Donna. The motion carried.

Next scheduled meeting will be June 5, 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](mailto:lkitchens@mineola.com).

**MINEOLA TEXAS page      As of 5/31/2019      10,019 Followers      10,104 Likes**  
**179 Increase from last month      175 Increase from last month**

Splash Park Opens  
 Posted May 22 2019  
 Reached 7,207  
 1,201 Engagements

MHS Grad opens new restaurant (Logan’s Place)  
 Posted May 10, 2019  
 Reached 4,645  
 1,329 Engagements

May Fiesta Day in Downtown Mineola  
 Posted May 4 2019  
 Reached 4,626  
 1,246 Engagements

Iron Horse Square tree planting  
 Posted May 20 2019  
 Reached 3,450  
 853 Engagements

Five Things To Do In Mineola, Texas  
 Posted May 10 2019  
 3,521 Reach  
 606 Engagements

**MINEOLA MAIN STREET page      As of 5/31/2019      1,100 Followers      1,099 Likes**  
**3 Increase from last month      2 Increase from last month**

MHS Grad opens new restaurant (Logan’s Place)  
 Posted May 10 2019  
 Reached 775  
 258 Engagements

Mural lighted at night  
 Posted May 31 2019  
 Reached 521  
 128 Engagements

**MINEOLA NATURE PRESERVE page      As of 5/31/2019      5,463 Followers      5,586 Likes**  
**218 Increase from last month      37 Increase from last month**

Texas Forest Trail online article  
 Posted May 22 11 2019  
 Reached 1,857  
 400 Engagements

Splash Park opens  
 Posted May 22 1 2019  
 Reached 1,474  
 261 Engagements

May Fiesta Day in Downtown Mineola  
 Posted May 4 2019  
 Reached 1,157  
 209 Engagements

**MINEOLA, TX HISTORICAL MUSEUM page      As of 5/31/2019      1,576 Followers      1,593 Likes**  
**5 Increase from last month      5 Increase from last month**

Museum Open Memorial Day  
 Posted May 24 2019  
 Reached 559  
 38 Engagements

Thank you Museum Board.....May Fiesta Day vendor booth  
 Posted May 4 2019  
 Reached 483  
 76 Engagements

<b>IRON HORSE SQUARE page</b>	<b>As of 5/31/2019</b>	<b>479 Followers</b>	<b>475 Likes</b>
		<b>141 Increase from last month</b>	<b>140 Increase from last month</b>

May Fiesta Day in Downtown Mineola  
 Posted May 4 2019  
 Reached 1,318  
 161 Engagements

Iron Horse Square tree planting  
 Posted May 20 2019  
 Reached 843  
 188 Engagements

Volunteers maintain mini train track  
 Posted May 27 2019  
 Reached 696  
 334 Engagements

<b>FARMERS MARKET page</b>	<b>As of 5/31/2019</b>	<b>953 Followers</b>	<b>941 Likes</b>
		<b>144 Increase from last month</b>	<b>151 Increase from last month</b>

Little girl shelling peas  
 Posted May 31 2019  
 Reached 1,157  
 379 Engagements

Master Gardeners' plant sale  
 Posted May 2 2019  
 Reached 804  
 120 Engagements