

Marketing Department Report for City Council

OCTOBER 2019

By Lynn Kitchens

- Oct 2 - Marketing & Tourism Advisory Board meeting. I shared advertising and reported current efforts for promoting Mineola. Board elected officers for coming year: Sharon Chamblee, chairman; Nancy Murphy, vice-chairman; Lupita Wisener, secretary. Alene Doggett joined the board following her appointment by City Council. See enclosed meeting minutes 10-02-2019 for details of meeting.
- Oct 4 – Attended and worked the Red River Revel Festival in Shreveport, LA, manning a booth for North East Texas Tourism Council that included information and promotional merchandise for Mineola. Accompanied by Nancy Murphy, manager of Mineola Civic Center.
- Oct 7 – Designed and ordered a second pop-up banner sign featuring the Historical Museum and Main Street.
- Oct 15 – Attended and worked the Main Street 30th Anniversary Celebration, greeting attendees and handing out souvenir magnets.
- Oct 17 – Attended State Fair of Texas working in the Texas Heritage Trails GoTexan booth for Destination Mineola Day. Accompanied by Doris Newman, Main Street manager and Mallori White, tourism and recreation intern. Full day of visiting with fair-goers and TX Dept of Agriculture staff.
- Oct 21 – Met with Larry Pruitt to discuss and review plans for Veterans Day Parade and Ceremony.
- Oct 25 – Attended Wood County Airport annual appreciation luncheon.
- Oct 28 - Distributed November 2019 City Calendar.
- Oct 31 – Received all Hotel Occupancy Tax Remittance Forms from Mineola lodging. Reporting \$24,956.38 for Third Quarter 2019 (last deposits for FY 2019) (July, August, and September receipts.) This is the LARGEST deposit of HOT funds since the inception of the hotel occupancy tax by the City of Mineola. We contribute this record remittance to the state tee-ball tournament that was hosted in Mineola in July.
- Oct 31 – Attended meeting with Mercy Rushing, Gordon Tiner and Neal Duncan, acting executive director of Wood County Economic Development Commission, to brainstorm future networking goals of MEDC and WCEDC.
- Oct 31 – Monitored and recorded incoming Hotel Occupancy Tax payments from lodging for Second Quarter 2019 (July, August, September). **Happy to report that total receipts set a record for highest quarter income since HOT was created in 2002.** See enclosed HOT Funds Revenue Report.
- Ongoing - Updated City website as needed. Taking down events after they happen and adding future events as necessary. Running link report to check outside links and correcting as needed.
- Ongoing - Posted daily and weekly posts to six City Facebook and Twitter pages concerning upcoming Mineola events, activities and news. Monitored analytics for Facebook posts to gauge activity and feedback. Events included: MLOTA Quilt Show; Methodist Church Pumpkin Patch and Fall Festival; Fall Craft Fair at Civic Center; Carnival at Civic Center; regular runs of the mini train; special Halloween runs of the mini train; Highway 80 Sale; Classic Car Show; Halloween Trunk R Treat; and sharing of other community news and events.
- Created and submitted ads for County Line Magazine, Texas Farm & Home Magazine, and Wood County Monitor, and KLTV.com Online.
- Redesigned and reordered the Mineola rack card, updating features and added Iron Horse Square and the Mini Train.

City Meetings attended:

Staff Meeting – Oct 1

Marketing Advisory Board – Oct 2

City Council meeting – Oct 28

City of Mineola
Marketing/Tourism Advisory Board Minutes
Wednesday, October 2, 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, Allene Doggett, Lodging and Donna Hanger, Downtown Merchant.

Absent: Sue Jones.

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

Minutes: Maddi made the motion to approve the August 7, 2019 minutes seconded by Donna. Motion carried.

DISCUSS, REVIEW AND CONSIDER ACTIONS:

1. **Election of Officers for FY 2020: Chair, Vice Chair, Secretary.**—Lynn Kitchens advised in keeping with the by-laws that it was time to elect officers for FY 2020. Nominations were opened. Lupita nominated Sharon for Chair and Nancy for Vice Chair. Donna Hanger nominated Lupita for Secretary. Nominations were closed and the officers were unanimously voted into office.
2. **Consider Approval of Meeting Schedule for FY 2020.**—Lynn handed out a proposed Meeting Schedule for FY 2019-2020. Proposed meeting dates are: October 2, 2019, December 4, 2019, February 5, 2020, April 1, 2020, June 3, 2020 (Review budget and set projects for FY 2020-2021), August 5, 2020 (Recommend FY 2021 budget projects to the City. Set recommendations for new/reappointment for expiring board terms), October 7, 2020—New FY 2021 begins, Elect Officers. The Meeting Schedule was approved by acclamation.

REPORTS/UPDATES

1. **Social Media**—Lynn Kitchens reported that she has added Instagram in addition to the six Facebook Accounts. She posts daily to keep the pages active and in front of the over 10,000 followers. The Facebook Pages are: 1. Mineola, Texas, 2. Main Street, 3. Farmer's Market, 4. City Museum, 5. Iron Horse Square, and 6. Nature Preserve.
2. **Events/Marketing Activities Report**—Lynn reported that the information booth set up for the Iron Horse Heritage Festival held on September 28 did not generate as much foot traffic as the May Fiesta Day. However numerous souvenirs and a variety of different Mineola T-shirts were sold. Several flyers and rack cards were distributed and questions fielded by citizens were readily answered. In addition, citizens approaching the booth

were asked to complete a “Take a Minute” survey. The survey fulfills one of the HOT Funds requirements to justify funding the event.

Lynn reported that the new city website appears to be working well and she described it as a “living being” that requires frequent updates. The New Calendar and current Activities are posted.

Lynn reported that she and Nancy will be attending the Red River Revel in Shreveport on October 4th. She added that it is a six day festival and they will be hosting the NE Council Booth from Noon to 10:00 PM. On October 17th, Doris and Mallory White (a city intern) will travel to the Texas State Fair in Dallas and work the Texas Tourism Booth. October 17th has been designated as Mineola Day at the fair. Maddi volunteered to assist at this event.

Lynn reported that the Mineola Fall Festival events will be advertised in a one page color ad purchased from the *County Line Magazine*. In addition, an ad was also purchased in the Travel Section of the *USA Today Special Edition*. Another 15 second “pop up ad” was purchased and will air on KLTN News App during the months of November and December. This ad will also appear on the KLTN’s Internet Online News website.

Lynn also notified the board that on this coming Monday, KLTN 6:00 PM News was going to feature a story on a proposed Dog Park which will be located at the Mineola Civic Center. The Dog Park will have a fenced area where dogs will be allowed to roam without a leash. A more comprehensive written story and more video will be available on KLTN.com. The project was initiated by the intern Mallory White as part of her school studies.

Additionally, Lynn advised the board that she purchased a tall stand-up exhibit which reads “Sidetrack in Mineola” from Vista Print. The exhibit folds and can easily be transported.

3. **Downtown/Main St. Merchants Report**—Donna reported that a new antique store, “Antiques & Curiosity” will open on South Johnson Street. They were previously located on Highway 80. A combination cigar lounge and Martini bar located on Johnson Street is slated to open in late October. The establishment will feature a Martini Bar in the front and a cigar smoking lounge in the rear of the building.
4. **Mineola Chamber Report**—Maddi reported that the Iron Horse Festival attendance was less than last year’s event. However she added that the vendors did well. She also reported that the Halloween event “Trunk or Treat” will be held on October 31st. The event will be located on Commerce and Johnson streets. The event will begin at 7:00 PM and candy and snacks will be given away. The train will be available for rides from 7-9. The Christmas Parade will be held on December 7th at 6:00 PM. The theme will be “Old Time Christmas (1800’s).” All entries must feature lights and no entry shall include a Santa Claus. The train will also be operating from 4-7. Parade entry applications will be available at the chamber office.

5. **Mineola Civic Center Report**—Nancy reported that the “Junk in the Trunk” event rented over 90 spaces and was very successful. She added that four motorcades each including 85 or more RV units are scheduled to stay at the center during the month of October. She also added that next Thursday, Friday and Saturday a carnival will be at the civic center. On December 5th, the center will host a special event “Jingle & Mingle”. Lastly she added that the civic center board is planning to renovate Meredith Hall.
6. **Museum Report** –Sharon reported that the museum had 63 visitors. She also reported that the open house event held at the museum was successful and well attended. Santa Day will be on December 14th at the museum. The event will serve hot chocolate and toys will be distributed. Finally Sharon added that in two months a new exhibit featuring some of Dr. Scott’s dental equipment including his dental chair will open.
7. **Wisener Airport Report**—Lupita reported that the Third Annual Pietenpol Fly-In was well attended and featured 4 Pietenpols. Two Pietenpols traveled from the Houston area and one Pietenpol flew in from the Dallas area. The 4th Pietenpol is based at Wisener. An aviation workshop was held August 24th at Wood County Airport. The event was well attended and attracted aviators from the Dallas area as well as local pilots.
8. **Lodging Report**—Allene reported Iron Horse Weekend was busy at the Harris House.
9. **Landmark Projects & Ironhorse Square Project**—Lynn reported that the Park sign and the Welcome sign have been installed at Ironhorse Square. In December the train will operate in the evenings.

IV. **Other News, Events, Announcements or Items for Next Agenda**

Sharon announced that Main Street will celebrate its 30th anniversary on October 15th at The Select Theatre. The celebration will begin with a social at 6:00 PM and the program will begin at 6:30 PM. Kitchens will be catering the event.

Lynn handed out a Hotel Occupancy Tax revenue report for FY 2019. She summarized that although the report shows a 7% increase in July, it did not offset October’s loss so overall there was a -0.09 loss.

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

Next scheduled meeting will be December 4, 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.

MINEOLA TEXAS page **As of 10/31/2019** **10,170 Followers** **10,246 Likes**
 29 Increase from last month 27 Increase from last month

Fall Car Show
 Posted Oct 22 2019
 Reached 5,464 total
 712 Engagements total

Mineola-Opoly Game at Walmart
 Posted Oct 25 2019
 Reached 3,739
 762 Engagements

Mineola Day at the State Fair
 Posted Oct 17 2019
 Reached 2,623
 657 Engagements

Sugarbaker's Bread Pudding
 Posted Oct 1 2019
 Reached 2,538
 398 Engagements

Iron Horse Festival
 Posted Sept 28 2019
 Reached 1,860
 336 Engagements

Fall Fun Events Flyer
 Posted Oct 9 2019
 Reached 1,845
 248 Engagements

MINEOLA MAIN STREET page **As of 10/31/2019** **1,288 Followers** **1,285 Likes**
 14 Increase from last month 14 Increase from last month

Mini Train Fright Train Schedule
 Posted Oct 19 2019
 Reached 341
 31 Engagements

Mineola-Opoly Game at Walmart
 Posted Oct 25 2019
 Reached 262
 55 Engagements

Mini Train Special Halloween Ride
 Posted oct 26 2019
 Reached 286
 11 Engagements

MINEOLA NATURE PRESERVE page **As of 10/31/2019** **5,688 Followers** **5,762 Likes**
 70 Increase from last month 68 Increase from last month

Share Photos of Fall
 Posted Oct 24 2019
 Reached 2,011
 285 Engagements

Mini Train Halloween Special - video
 Posted Oct 31 2019
 Reached 667
 287 Views

Mini Train Halloween Special Rides
 Posted Oct 24 2019
 Reached 580
 22 Engaged

MINEOLA, TX HISTORICAL MUSEUM page **As of 10/31/2019** **1,652 Followers** **1,667 Likes**
 21 increase from last month 21 Increase from last month

Mini Train Fright Train Schedule
 Posted Oct 19 2019
 Reached 640
 114 Engagements

Mineola-Opoly Game at Walmart
 Posted Oct 25 2019
 Reached 475
 103 Engaged

IRON HORSE SQUARE	page	As of 10/31/2019	789 Followers	777 Likes
			94 Increase from last month	92 Increase from last month

Mini Train Halloween Special Rides Schedule
 Posted Oct 14 2019
 Reached 6,377
 461 Engagements

Mini Train Special Rides for Fall
 Posted Oct 10 2019
 Reached 4,211
 699 Engagements

Mini Train Halloween Rides
 Posted Oct 23 2019
 Reached 3,131
 172 Engagements

FARMERS MARKET	page	As of 10/31/2019	1055 Followers	1038 Likes
			10 Increase from last month	9 Increase from last month

Mini Train Halloween Rides
 Posted Oct 19 2019
 Reached 417
 62 Engagements

Mineola-Opoly Game at Walmart
 Posted Oct 25 2019
 Reached 342
 76 Engagements

Farmers Market Reminder
 Posted Oct 18 2019
 Reached 245
 27 Engagements

Post Details



Mineola Texas

Published by Lynn Kitchens · October 22 at 12:40 PM ·

Saturday Oct. 26 - Annual Fall Car Show at the Gazebo on Commerce Street Downtown Mineola TX. Starts at 8 AM with awards at 2 PM. Call producer Bob Smith at 903-569-3813 for details. #MineolaTexas #FallCarShow



Performance for Your Post

5,464 People Reached

262 Reactions, Comments & Shares

164 Like	36 On Post	128 On Shares
12 Love	4 On Post	8 On Shares
1 Haha	0 On Post	1 On Shares
32 Comments	7 On Post	25 On Shares
53 Shares	53 On Post	0 On Shares
450 Post Clicks		
158 Photo Views	0 Link Clicks	292 Other Clicks

NEGATIVE FEEDBACK

- 0** Hide Post **0** Hide All Posts
- 0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

5,464
People Reached

712
Engagements

Boost Post

Aide Rendon, Kristal Cross and 37 others

7 Comments 53 Shares

Like

Comment

Share



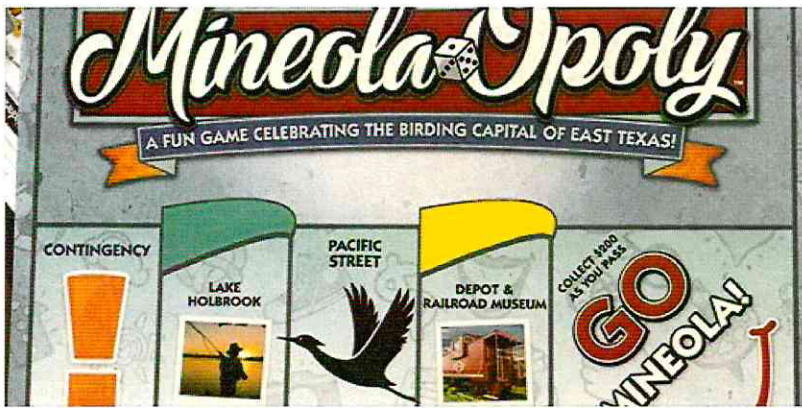
Post Details



Mineola Texas

Published by Lynn Kitchens · October 25 at 8:14 AM ·

Have you seen the new board game selling at Mineola Walmart? Mineola-Opoly!! Really fun references that you will recognize. This was all Walmart though – While thrilled with the promotion, the City of Mineola, its departments, programs or boards were not involved in the creation of the game. #MineolaTexas #MineolaOpoly



Performance for Your Post

3,739 People Reached

156 Reactions, Comments & Shares

93 Like	52 On Post	41 On Shares
9 Love	7 On Post	2 On Shares
10 Haha	3 On Post	7 On Shares
2 Wow	1 On Post	1 On Shares
25 Comments	14 On Post	11 On Shares
17 Shares	17 On Post	0 On Shares

606 Post Clicks

278 Photo Views	0 Link Clicks	328 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

3,739
People Reached

762
Engagements

Boost Post

Sarah Jackson, Sharon Iley Slayden and 60 others 10 Comments 17 Shares

Like Comment Share

Post Details



Mineola Texas

Published by Doris Newman · October 17 at 9:27 AM ·

It is Mineola, Texas Day at the State Fair of Texas!!! Come by and see us in the Go Texan Pavilion! Here 'til 6 p.m. #MineolaTexas



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

2,723
People Reached

657
Engagements

Boost Post

75

2 Comments 16 Shares

Like

Comment

Share



Performance for Your Post

2,723 People Reached

246 Reactions, Comments & Shares

204 Like **66** On Post **138** On Shares

17 Love **9** On Post **8** On Shares

9 Comments **2** On Post **7** On Shares

16 Shares **16** On Post **0** On Shares

411 Post Clicks

256 Photo Views **0** Link Clicks **155** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Texas

Published by Lynn Kitchens · October 1 ·

Finished lunch off today with heavenly bread pudding with vanilla custard creme sauce —ONLY available at Sugarbaker's Bakery & Tea Room - Downtown Mineola. Incredible! #MineolaTexas #SugarbakersofMineola



Performance for Your Post

2,538 People Reached

130 Reactions, Comments & Shares

71 Like	50 On Post	21 On Shares
15 Love	14 On Post	1 On Shares
4 Wow	3 On Post	1 On Shares
1 Sad	1 On Post	0 On Shares
32 Comments	25 On Post	7 On Shares
7 Shares	7 On Post	0 On Shares

268 Post Clicks

30 Photo Views	0 Link Clicks	238 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

2,538
People Reached

398
Engagements

Boost Post

Judy Durbin, Elisabeth Skipper and 65 others

21 Comments 7 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · October 9 ·

Fall is FINALLY here y'all and Mineola is the place to be for October events! Share,comment and like this page to keep up with ALL events in Mineola. #MineolaTexas #FinallyFall #OctoberEvents

MINEOLA FALL FUN

Fall Festival

Saturday, Oct. 19th
11 a.m. - 4 p.m.
Hay Rides
Food • Live Music
Storytelling & Entertainment
Crafts & Games

Saturday Oct. 26th
Noon - 2 p.m.
Contests & Prizes

First United Methodist Church
319 N. Pacific Street 830-515-3028

Trunk 'R Treat

Come to Downtown Mineola for trick or treating on Commerce Street.
5:00 p.m. until candy is gone.
Halloween - October 31

Special Mini Train running from 7 - 9 pm.

Mineola Mini Train Special Schedule
Iron Horse Square, 200 West Front St.
Fall Train: Oct. 19 & 26 from 7 p.m. - 9 p.m.
Halloween Train: Oct. 31 from 7 p.m. - 9 p.m.

MINEOLA MAIN STREET
903-569-6183 • www.ironhorsesquare.org

Oct. 10 - 11 - 12
Carnival - L&D Carnival Co.
Mineola Civic Center, 1150 Newsom St
6 - 9 pm 903-569-6115
www.mineolaciviccenterandpark.com

Oct 11 - 12
Fall Quilt Show
10 am - 4 pm
Mineola League of the Arts
200 W Blair - www.mloa.org

Oct 26
Fall Antique Car Show
9 am - Noon
Downtown at The Gazebo
Chamber of Commerce
903-569-2087

Pumpkin Patch
First United Methodist Church
October 12 - 31 11 am - Dusk
319 N Pacific 830-515-3028

Farmers Market
Saturdays in October
8 a.m. - 1 p.m.
100 Front Street
Pavilion west of the Depot
903-569-6183
www.mineolafarmersmarket.com

1.800.MINEOLA • WWW.MINEOLA.COM

Performance for Your Post

1,845 People Reached

112 Reactions, Comments & Shares

55 Like	26 On Post	29 On Shares
6 Love	2 On Post	4 On Shares
15 Comments	1 On Post	14 On Shares
36 Shares	36 On Post	0 On Shares
136 Post Clicks		
58 Photo Views	0 Link Clicks	78 Other Clicks

NEGATIVE FEEDBACK

- 2 Hide Post 0 Hide All Posts
- 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

1,845 People Reached 248 Engagements [Boost Post](#)

Sarah Jackson, Judy Gustafson and 26 others 1 Comment 36 Shares

Like Comment Share

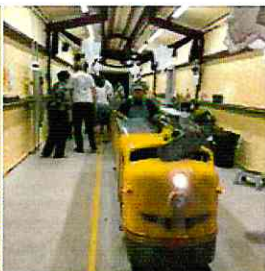
Post Details



Mineola Main Street Amtrak Fest

Published by Mercy L. Rushing · October 19 at 7:36 PM ·

The Mineola TX Fright Train Free Rides open tonight! 7:00 to 9:00 PM on Front Street!



+2

Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 6,700 people.

341 People Reached

31 Engagements

Boost Post

Pat Patti Bell Tracy, MaDonia Few and 6 others

2 Shares

Like

Comment

Share



Performance for Your Post

341 People Reached

11 Likes, Comments & Shares

9 Likes	8 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

20 Post Clicks

18 Photo Views	0 Link Clicks	2 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

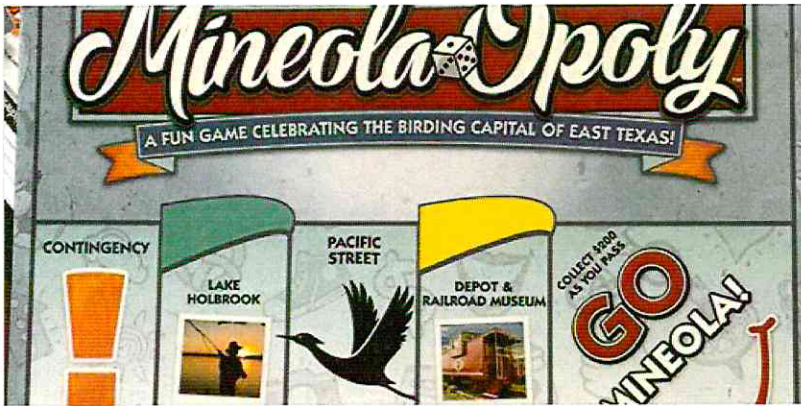
Post Details



Mineola Main Street Amtrak Fest

Published by Lynn Kitchens · October 25 at 8:17 AM ·

Have you seen the new board game selling at Mineola Walmart? Mineola-Opoly!! Really fun references that you will recognize. This was all Walmart though -- While thrilled with the promotion, the City of Mineola, its departments, programs or boards were not involved in the creation of the game. #MineolaTexas #MineolaOpoly



Performance for Your Post

262 People Reached

13 Likes, Comments & Shares

12 Likes On Post 0 On Shares

0 Comments On Post 0 On Shares

1 Shares On Post 1 On Shares

42 Post Clicks

23 Photo Views 0 Link Clicks 19 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares Boost this post for \$20 to reach up to 6,700 people.

262 People Reached 55 Engagements Boost Post

Sarah Jackson, Beth Barnes and 10 others

Like Comment Share

Post Details



Mineola Main Street Amtrak Fest

Published by Doris Newman · October 26 at 4:10 PM ·

We are gravely serious about our train ride! You have a special invitation to ride the rails from 7-9 p.m. this evening.



Performance for Your Post

286 People Reached

6 Likes, Comments & Shares

5 Likes **5** On Post **0** On Shares

0 Comments **0** On Post **0** On Shares

1 Shares **1** On Post **0** On Shares

5 Post Clicks

2 Photo Views **0** Link Clicks **3** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,700 people.

286
People Reached

11
Engagements

Boost Post

Carol Orgain Walker, Sarah Jackson and 3 others

1 Share

Like

Comment

Share



Post Details



Mineola Nature Preserve is with Garry-Jean Rouse Christian.

Published by Lynn Kitchens · October 24 at 4:33 PM ·

Hey Mineola Nature Preserve lovers! Share photos/snaps of the beauty of fall at MNP #MineolaNaturePreserve Here's one submitted to MineolaNaturePreserve.com from Staci Wyman. And Thank You David White for the photo being used as cover page photo. Great photographers out there....lets see some nature at the Mineola Nature Preserve!



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

2,011
People Reached

285
Engagements

Boost Post

Sherry Caston Terry, Susan Lewis and 95 others 14 Comments 11 Shares

Like

Comment

Share



Performance for Your Post

2,011 People Reached

142 Reactions, Comments & Shares

85 Like **75** On Post **10** On Shares

19 Love **18** On Post **1** On Shares

5 Wow **4** On Post **1** On Shares

21 Comments **17** On Post **4** On Shares

12 Shares **11** On Post **1** On Shares

143 Post Clicks

16 Photo Views **6** Link Clicks **121** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Shared Video Details

Video Post

See metrics for all videos

Increase Organic Distribution

Your videos get shown organically to more people when they're at least 3 minutes long.



Mineola Nature Preserve...



0:17 · Shared on 10/31/2019 · View Permalink · Copy Video ID

Performance for Your Post

3-Second Video Views	287
Estimated Reach	667
Unique Viewers	281
Post Engagement	25
Top Audience	Women, 65+
Top Location	Texas

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Boost Post

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · October 24 at 1:50 PM ·

EEEEK! Need somewhere to go Saturday evening or Halloween night after Trunk R Treating? Iron Horse Square Mini Train and Park is ready for a "spooktacular" time and it's FREE!!! #MineolaTexas #MineolaMiniTrain #TheTrainBarnIsHaunted



Iron Horse Square

Published by Joyce Alexander Williams · October 23 at 10:10 PM ·

Are you ready for a spooktacular ride on Harry the Mini Train? Come on out to Iron Horse Square if you dare.....

580
People Reached

22
Engagements

Boost Unavailable

Judy Durbin, Maria Cristina Evea and 2 others

1 Comment 1 Share

Like

Comment

Share



Performance for Your Post

580 People Reached

6 Likes, Comments & Shares

4 Likes **4** On Post **0** On Shares

1 Comments **1** On Post **0** On Shares

1 Shares **1** On Post **0** On Shares

16 Post Clicks

1 Photo Views **0** Link Clicks **15** Other Clicks

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola, Tx Historical Museum

Published by Mercy L. Rushing · October 19 at 7:33 PM ·

The Mineola TX Fright Train Free Rides open tonight! 7:00 to 9:00 PM on Front Street!



+3

Performance for Your Post

640 People Reached

24 Reactions, Comments & Shares

16 Like	10 On Post	6 On Shares
1 Love	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
5 Shares	3 On Post	2 On Shares
90 Post Clicks		
54 Photo Views	0 Link Clicks	36 Other Clicks

NEGATIVE FEEDBACK

- 0** Hide Post **0** Hide All Posts
- 0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

640
People Reached

114
Engagements

Boost Post

Margaret Maggie A Attaway, Joe Moore and 9 others 1 Comment 3 Shares

Like Comment Share

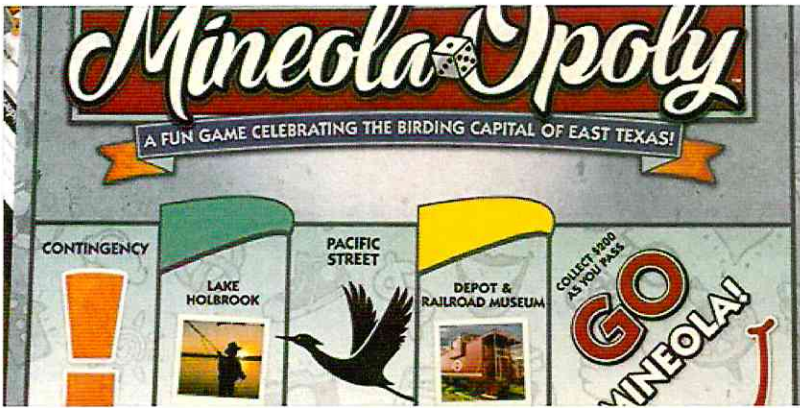
Post Details



Mineola, Tx Historical Museum

Published by Lynn Kitchens · October 25 at 8:16 AM ·

Have you seen the new board game selling at Mineola Walmart? Mineola-Opoly!! Really fun references that you will recognize. This was all Walmart though – While thrilled with the promotion, the City of Mineola, its departments, programs or boards were not involved in the creation of the game. #MineolaTexas #MineolaOpoly



Performance for Your Post

475 People Reached

30 Reactions, Comments & Shares

19 Like **13** On Post **6** On Shares

4 Love **4** On Post **0** On Shares

2 Wow **1** On Post **1** On Shares

1 Comments **1** On Post **0** On Shares

4 Shares **4** On Post **0** On Shares

73 Post Clicks

33 Photo Views **0** Link Clicks **40** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

475
People Reached

103
Engagements

Boost Post

Jesse Townsend, Penny Phillips Deibert and 16 others · 1 Comment · 4 Shares

Like

Comment

Share



Post Details



Iron Horse Square

Published by Joyce Alexander Williams · October 14 ·



Performance for Your Post

6,377 People Reached

221 Reactions, Comments & Shares

120 Like	18 On Post	102 On Shares
--------------------	----------------------	-------------------------

10 Love	4 On Post	6 On Shares
-------------------	---------------------	-----------------------

29 Comments	0 On Post	29 On Shares
-----------------------	---------------------	------------------------

62 Shares	61 On Post	1 On Shares
---------------------	----------------------	-----------------------

240 Post Clicks

57 Photo Views	0 Link Clicks	183 Other Clicks
--------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
 Boost this post for \$20 to reach up to 6,800 people.

6,377
People Reached

461
Engagements

Boost Post

Rubyg Cosby, Christie Birkenbach Cook and 20 others

61 Shares

Like

Comment

Share



Post Details



Iron Horse Square

Published by Joyce Alexander Williams · October 10 ·

DON'T MISS THE MINI TRAIN

SAT. OCT. 12, 11:00-4:00 p.m.

Last "full run day" of the season!

Next runs will be special Halloween, Veterans Day & Christmas runs. ...

[See More](#)



Performance for Your Post

4,211 People Reached

185 Reactions, Comments & Shares

130 Like **39** On Post **91** On Shares

15 Love **7** On Post **8** On Shares

8 Comments **1** On Post **7** On Shares

32 Shares **29** On Post **3** On Shares

514 Post Clicks

187 Photo Views **0** Link Clicks **327** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

4,211
People Reached

699
Engagements

[Boost Post](#)

Charcie Henderson, Sheryl DuBose and 44 others

1 Comment 29 Shares

Like

Comment

Share



Post Details



Iron Horse Square

Published by Joyce Alexander Williams · October 23 at 10:10 PM ·

Are you ready for a spooktacular ride on Harry the Mini Train?
Come on out to Iron Horse Square if you dare.....



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

3,131
People Reached

172
Engagements

Boost Post

Terry Xenias, Tomasa Villareal King and 18 others · 2 Comments · 32 Shares

Like

Comment

Share



Performance for Your Post

3,131 People Reached

96 Reactions, Comments & Shares

46 Like **15** On Post **31** On Shares

7 Love **5** On Post **2** On Shares

8 Comments **2** On Post **6** On Shares

35 Shares **32** On Post **3** On Shares

76 Post Clicks

13 Photo Views **0** Link Clicks **63** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Mineola Farmers Market

Published by Mercy L. Rushing · October 19 at 7:34 PM ·

The Mineola TX Fright Train Free Rides open tonight! 7:00 to 9:00 PM on Front Street!



+3

Performance for Your Post

417 People Reached

13 Reactions, Comments & Shares

7	6	1
Like	On Post	On Shares
2	1	1
Love	On Post	On Shares
1	1	0
Comments	On Post	On Shares
3	3	0
Shares	On Post	On Shares

49 Post Clicks

34	0	15
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

417
People Reached

62
Engagements

Boost Post

Deonna Rae Bishopp, Judy Durbin and 5 others

1 Comment 3 Shares

Like

Comment

Share



Post Details



Mineola Farmers Market

Published by Lynn Kitchens · October 25 at 8:17 AM ·

Have you seen the new board game selling at Mineola Walmart? Mineola-Opoly!! Really fun references that you will recognize. This was all Walmart though – While thrilled with the promotion, the City of Mineola, its departments, programs or boards were not involved in the creation of the game. #MineolaTexas #MineolaOpoly



Performance for Your Post

342 People Reached

20 Reactions, Comments & Shares

13	11	2
Like	On Post	On Shares
2	0	2
Love	On Post	On Shares
2	1	1
Comments	On Post	On Shares
3	3	0
Shares	On Post	On Shares

56 Post Clicks

27	0	29
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

342
People Reached

76
Engagements

Boost Post

Linda Connell, Susan Henderson and 9 others

1 Comment 3 Shares

Like

Comment

Share



Post Details



Mineola Farmers Market

Published by Doris Newman · October 18 at 4:17 PM ·

Come by and see our vendors tomorrow morning from 8 a.m. to 1 p.m. There are only two more weekends left of our regular season Farmers Market! Lots of goodies sold by some great folks!

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,800 people.

245
People Reached

27
Engagements

Boost Post

Ryan Heddins, Joni Frank and 8 others

2 Shares

Like

Comment

Share



Performance for Your Post

245 People Reached

17 Likes, Comments & Shares

15 Likes **10** On Post **5** On Shares

0 Comments **0** On Post **0** On Shares

2 Shares **2** On Post **0** On Shares

10 Post Clicks

0 Photo Views **0** Link Clicks **10** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Ads



A National Main Street City®



Listed on the National Register of Historic Places

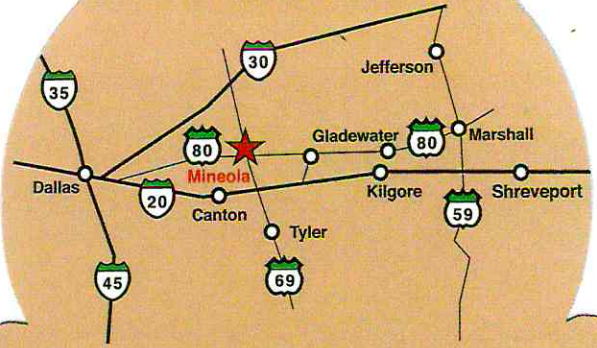


3,000-Acre Nature Preserve



Historical Museum

Amtrak Depot & RR Museum & Caboose



15 Miles North of I-20 Between Dallas & Shreveport



"Sidetrack" in Historic Mineola!

Mineola Civic Center and RV Park



- 1920's Historic Select Theatre: Movies, Live Productions & featuring Lake Country Symphonic Band Performances
- 1960 Historic MOPAC Caboose, downtown
- 3 Museums: City's Historical, Railroad Depot; & Royal Flying Circus Aviation/Wisener Airfield
- Antique Shopping
- Annual Events & Festivals
- Amtrak Designated Stop, TX Eagle Route, downtown
- Bakery, Fudge, Coffee shops & Restaurants
- City's 3000 Acre Nature Preserve & Park: Biking, Hiking, Horseback Riding & Camping - **"Birding Capital of East Texas"**
- Civic Center: RV Rallies with over 224 Hookups, Meetings & Banquets
- Iron Horse Square Park and Mini Train
- Lake Holbrook: Recreational Lake, Camping & Beach Area
- Lodging: Hotels, Bed & Breakfast, Bed & Bath and Bed & Retreats.
- Main Street Farmer's Market - Saturdays April-October
- Mineola Country Club Golf Course
- Mineola League of the Arts: Adult & Children Camps & Art & Quilt Shows
- Minutes from Lake Fork: "Bass Capital of TX."
- Wisener Airfield & Wood County Airport



Mini Train



Annual Rodeo



Wisener Airfield & Aviation Museum

1-800-MINEOLA
(1-800-646-3652)

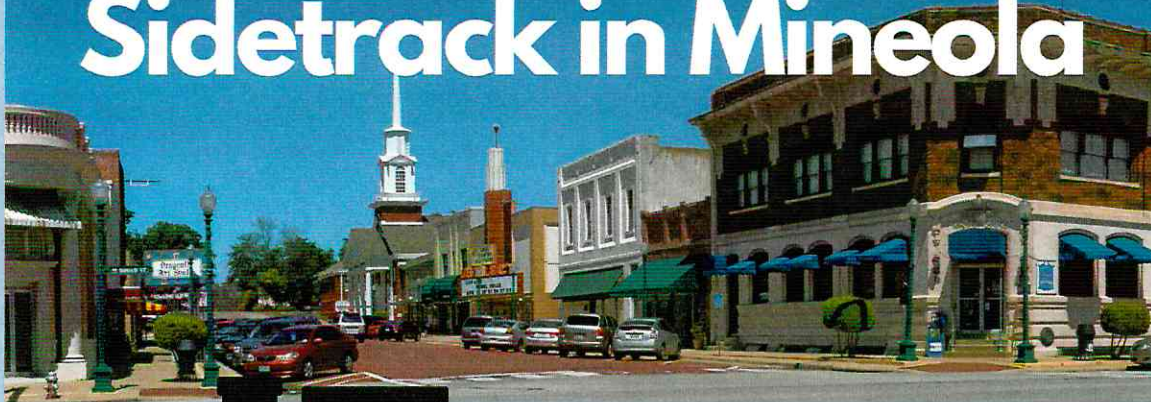
www.VisitMineola.com

Follow us on Facebook/Twitter!



City of Mineola Rack Card
 Added Iron Horse Square & Photo of Mini Train
 Added Shreveport to map
 Removed Bowling pin - replaced w/ "Shopping"

Sidetrack in Mineola



1.800
MINEOLA

MINEOLA
.com

MineolaNaturePreserve.com

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Facebook

NETTC - 2020 Guide Book
Back cover

Magical Mineola for the holiday season...

CHRISTMAS BAZAAR & CRAFT SHOW | DEC 6, 7, 8

PARADE, SANTA & CARRIAGE RIDES | DEC 7

HOLIDAY TOUR OF HOMES | DEC 8

CHRISTMAS EXPRESS MINI TRAIN RIDES | DEC 7, 14, 21

SYMPHONIC BAND | DEC 15, 17

Shopping, Restaurants, Museums,
Nature Preserve

1.800.MINEOLA

MINEOLA

A National Main Street City

VISITMINEOLA.COM

Texas Farm & Home Magazine Nov 2019
\$350

Sidetrack in Mineola for Fall Fun!



Iron Horse Heritage Festival

Fri. Sept 27
Kickoff Hobo Stew

Sat. September 28

Arts, Crafts & Food Vendors
Live Music Weenie Dog Races
Pie Baking & Canning Contests
Train Robbery Re-enactment
Iron Horse Rhythm Run 5K Race
at the Nature Preserve

**MINEOLA CHAMBER OF
COMMERCE**
903.569.2087

www.mineolachamber.org



Mineola Mini Train Special Fall Schedule

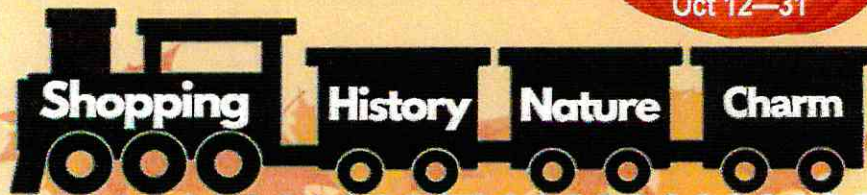
Iron Horse Square — 200 W. Front
Hobo Stew: Sept. 27 from 5 pm – 7 pm |
Iron Horse Heritage Festival: Sept. 28 from
10 am – 4 pm | Halloween Train: Oct. 19,
26, 31 from 7 pm - 9 pm | Antique Car
Show: Oct. 26 from 10 am – 2 pm

Mineola Main Street
903.569.6183

www.ironhorsesquare.org

Quilt Show | Carnival | Farmers Market | Antique Car Show
Historic Hwy 80 Sale | Airplane Fly-In | Trunk R Treat

More details, events & activities at
www.mineolachamber.org/events
and [Facebook.com/mineolatexas](https://www.facebook.com/mineolatexas)



Mineola.com 1.800.Mineola

Texas Farm and Home Mag. Sept. 2019
Oct.

KLTV.com Holiday 2019 Mobil ads
Nov/Dec

News app and Gift Guide page
"East Texas Now"

KLTV
#1



KLTV
#2

MINEOLA
for the Holidays!
HOLIDAY SHOPPING & EVENTS

1000 Shopping
Nature Charm

MINEOLA
1842
National Main Street City

KLTV
#3

MINEOLA for the Holidays!

Shop Historic Downtown Mineola
this Holiday Season!
Unique Stores, Restaurants,
Antiques & More!

**Holiday Events
for the Whole Family!**

Shopping History Nature Charm

www.mineola.com