

Marketing Department Report for City Council

APRIL 2020

By Lynn Kitchens

April became a “wait and see” game. Most of the time was spent waiting for the governor to issue new orders and waiting for the county judge to make local decisions so that City Manager Mercy Rushing could issue local press releases with the latest news. I duties involved reviewing the press releases and sending them out to all media outlets as well as posting on City’s Facebook pages and websites. This might sound simple, but sometimes this process would take all day and in some cases, several days. It became quite stressful for all of us.

We provided up-to-date information on COVID-19 cases, and later testing info, (all provided by NetHealth, County Judge Lucy Hebron and County Health Management Officer Tully Davidson) by posting on City’s website and Facebook pages in an effort to keep citizens informed.

Fielding citizens’ comments and questions also has become stressful for all of us since, no matter what news or statement was posted publicly, there were comments made in favor and against whatever news or statement we published, as the topic of COVID-19 became more and more political. The criticism was rough, even though we knew some people were just venting their frustrations using that easily accessible, more or less anonymous format.

Main Street Manager Doris Newman and I came up with some ideas to help our local businesses via Facebook campaigns and encouragements. Keeping Mineola in the forefront and in the conversation is an essential part of marketing during this time. We put together a list of restaurants that remained open during the shutdown and charted their services such as curbside, drive-through or delivery, then posted it to Facebook pages and City’s website, updating it throughout the month as services changed.

All live meetings and events continued to cancel. Much time was spent attending Zoom and GoTo meetings and listening to webinars. It was a good time to catch up on continuing education webinars and brushing up on skills.

- Ads placed this month:
 - Online version of County Line Magazine – March/April issue – focus on Mineola Nature Preserve
 - Wood County Monitor banner ad for Shop Local page
- Ongoing:
 - Posted daily and weekly posts to six City Facebook pages concerning Mineola activities and news. Searching for “Mentions” and activity
 - Created a “COVID-19” landing page on the City website to direct users to ever-changing COVID-19 information and news, providing links to CDC and NetHealth agencies, and City announcements pertaining to the pandemic and shutdown.
 - Updated City website as needed. Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. Running link reports to check live outside links and correcting as needed.
 - Monitored analytics for Facebook posts to gauge activity and feedback.
 - Meeting with staff to assist when and where needed with projects and programs

City Meetings:

Monthly Staff Meeting – April 1 and 7

MINEOLA TEXAS page	As of 4/30/2020	10,652 Followers	10,690 Likes
		100 Increase from last month	90 Increase from last month
City Press Release: Closing City Parks			
	Posted April 2 2020		
	Reached 6,248		
	780 Engagements		
Police Captain Joyce Box retires			
	Posted April 3 2020		
	Reached 6,444		
	2,002 Engagements		
Uncle Bubba's selling groceries and essential items			
	Posted April 7 2020		
	Reached 5,715		
	1,743 Engagements		
Eating Establishments Listed			
	Posted April 8 2020		
	Reached 6,928		
	1,035 Engagements		
Public Works Department Working on Storm Clean Up			
	Posted April 13 2020		
	Reached 3,880		
	1,199 Engagements		
Re-Opening City Parks			
	Posted April 17 2020		
	Reached 14,313		
	1,882 Engagements		
Panda Buffet Planning to Re-Open			
	Posted April 24 2020		
	Reached 5,226		
	575 Engagements		
Mobile COVID-19 Testing on May 1 st Announced			
	Posted April 29 2020		
	Reached 4,315		
	970 Engagements		
MINEOLA MAIN STREET page	As of 4/30/2020	1,509 Followers	1,499 Likes
		17 Increase from last month	17 Increase from last month
Closing Public Playgrounds			
	Posted April 2 2020		
	Reached 423		
	26 Engagements		
Announcing City Parks Closed			
	Posted April 7 2020		
	Reached 478		
	28 Engagements		
Small Town Strong Program Announced			
	Posted April 8 2020		
	Reached 389		
	16 Engagements		
Panda Buffet Planning to Re-Open			
	Posted April 24 2020		
	Reached 538		
	45 Engagements		
MINEOLA NATURE PRESERVE page	As of 4/30/2020	6,177 Followers	6,229 Likes
		119 Increase from last month	113 Increase from last month
Closing of Nature Preserve Due to COVID-19			
	Posted April 7 2020		

Reached 11,304
2,292 Engagements

Explanation for Closing of Nature Preserve
Posted April 8 2020
Reached 1,454
327 Engagements

Re-Opening of City Parks, Including Nature Preserve
Posted April 17 2020
Reached 1,073
189 Engagements

Reminder: Stay at Home Order Expires Tonight
Posted April 30 2020
Reached 1,053
93 Engagements

MINEOLA, TX HISTORICAL MUSEUM page	As of 4/30/2020	1,795 Followers	1,804 Likes
		56 Increase from last month	53 Increase from last month

Mineola HS Champion Band Featured in National Magazine
Posted April 17 2020
Reached 288
53 Engagements

Resurfacing of Highway 69 (Pacific Street) Reveals Old Bricks
Posted April 30 2020
Reached 20,752
9,666 Engagements

IRON HORSE SQUARE page	As of 4/30/2020	973 Followers	953 Likes
		9 Increase from last month	9 Increase from last month

Closing Public Playgrounds
Posted April 2 2020
Reached 692
56 Engagements

No Cash Payments To Be Accepted For Utilities and Court
Posted April 6 2020
Reached 665
55 Engagements

Eating Establishments That Are Open During COVID-19 Shutdown
Posted April 8 2020
Reached 779
105 Engagements

Gov. Abbott Plan to Re-Open Texas
Posted April 29 2020
Reached 966
77 Engagements

FARMERS MARKET page	As of 4/30/2020	1,187 Followers	1,167 Likes
		49 Increase from last month	46 Increase from last month

Eating Establishments That Are Open During COVID-19 Shutdown
Posted April 8 2020
Reached 220
14 Engagements

Mineola Farmers Market Plans to Open In Late May
Posted April 20 2020
Reached 4,795
449 Engagements

Post Details



Mineola Texas

Published by Doris Newman · April 2 ·

The governor's order includes closing of public playgrounds so the City of Mineola has closed the playground equipment at Iron Horse Square, the basketball court, and the playground at the Nature Preserve. The civic center's playground is also closed. We are able to leave the parks open to allow people a place to go to exercise but social distancing is still required there too.

Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

6,248

People Reached

780

Engagements

Boost Post

Toni McNulty, Fran Walton Meacham and 53 others

7 Comments 81 Shares

Like

Comment

Share



Performance for Your Post

6,248 People Reached

255 Reactions, Comments & Shares

130 Like	55 On Post	75 On Shares
17 Love	0 On Post	17 On Shares
1 Wow	0 On Post	1 On Shares
2 Sad	0 On Post	2 On Shares
24 Comments	13 On Post	11 On Shares
81 Shares	81 On Post	0 On Shares

525 Post Clicks

0 Photo Views	0 Link Clicks	525 Other Clicks
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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

Post Details



Mineola Texas

Published by Mercy L. Rushing · April 3 ·

Congratulations to Captain Joyce Box Watkins on her Retirement with the City of Mineola Police Dept. Today is her last day, she will be missed and we wish her the best! The City of Mineola thanks you Captain Joyce Box Watkins!



Performance for Your Post

6,444 People Reached

772 Reactions, Comments & Shares

502 Like	329 On Post	173 On Shares
92 Love	57 On Post	35 On Shares
1 Wow	0 On Post	1 On Shares
2 Sad	2 On Post	0 On Shares
147 Comments	106 On Post	41 On Shares
28 Shares	27 On Post	1 On Shares
1,230 Post Clicks		
347 Photo Views	0 Link Clicks	883 Other Clicks

NEGATIVE FEEDBACK

- 4 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
When you boost this post, you'll show it to more people.

6,444
People Reached

2,002
Engagements

Boost Post

Brittany Jean Warren, BJ Bagsby and 376 others 106 Comments 27 Shares

Like Comment Share

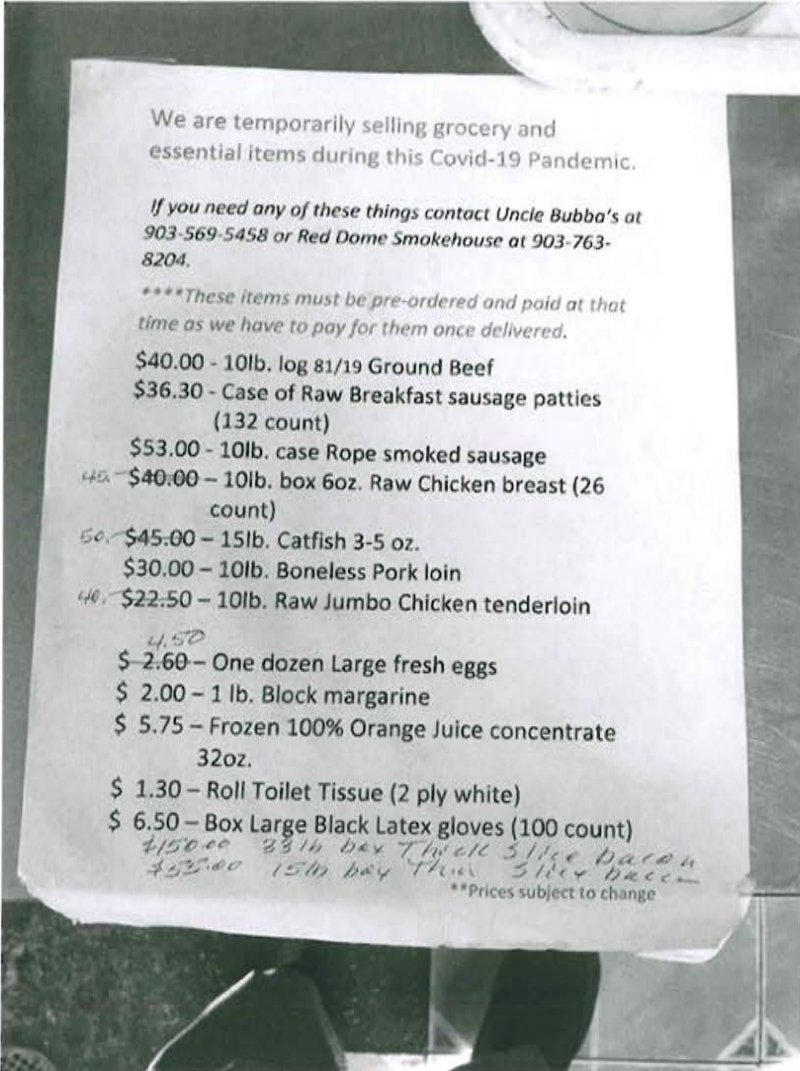
Post Details



Mineola Texas

Published by Doris Newman · April 7 at 5:18 PM ·

Uncle Bubba's is temporarily selling grocery and essential items during the COVID 19 pandemic.



Performance for Your Post

5,715 People Reached

244 Reactions, Comments & Shares

49	49	0
Like	On Post	On Shares
95	60	35
Love	On Post	On Shares
1	0	1
Haha	On Post	On Shares
13	5	8
Wow	On Post	On Shares
6	1	5
Sad	On Post	On Shares
3	0	3
Angry	On Post	On Shares
71	42	29
Comments	On Post	On Shares
54	54	0
Shares	On Post	On Shares

1,499 Post Clicks

460	0	1,039
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

3	1
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
When you boost this post, you'll show it to more people.

5,715
People Reached

1,743
Engagements

Boost Post

63

10 Comments 54 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · April 8 at 11:42 AM ·

Eating establishments and their services during COVID-19 restrictions. #MineolaTexas #StopTheSpread A printable PDF is available at https://www.mineola.com/.../eating-establishments-open-during...

City of Mineola, Texas 300 Greenville Hwy PO Box 179 Mineola, TX 75773 Mineola.com 903-569-6182 mainstreet@mineola.com

EATING ESTABLISHMENTS OPEN DURING COVID-19 RESTRICTIONS



Last updated Tuesday, April 7, 2020 Please confirm information with establishments. If you are a dining establishment in Mineola, TX and are not listed or would like to update your information, please email mainstreet@mineola.com. This list is provided for information purposes only and is not intended as an endorsement of any business or establishment. The City of Mineola is not responsible for any inaccurate information. Asterisk (*) indicates businesses that have online App for ordering

Table with columns: NAME, Hours, Phone, Takeout, Delivery, Curbside, Drive Thru. Lists various businesses like Bryan's Cheesecakes, Cowburners BBQ & Taproom, etc.

When the restrictions are lifted, please remember the following establishments that are temporarily closed: East Texas Burger, Farm House Fried Pies, La Waffalata, Panda Buffet, Paredes, Taqueria Plancarte, The Works Caffeine Window.

Performance for Your Post

6,928 People Reached

193 Reactions, Comments & Shares

Reaction summary: 23 Like, 23 On Post, 0 On Shares, 108 Love, 27 On Post, 81 On Shares, 1 Wow, 0 On Post, 1 On Shares, 1 Sad, 0 On Post, 1 On Shares, 27 Comments, 3 On Post, 24 On Shares, 55 Shares, 55 On Post, 0 On Shares, 842 Post Clicks, 558 Photo Views, 21 Link Clicks, 263 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 When you boost this post, you'll show it to more people.

6,928 People Reached

1,035 Engagements

Boost Post

26

3 Comments 55 Shares

Like Comment Share

Post Details



Mineola Texas

Published by Mercy L. Rushing · April 13 at 6:05 PM ·

Mineola Public works still on the clock after 6:00 pm working cleaning up on Newsome St after Swepeco fixed their power lines. These guys do a great job for our City! Thank you all!



+2

Performance for Your Post

3,880 People Reached

233 Reactions, Comments & Shares

84 Like	84 On Post	0 On Shares
129 Love	82 On Post	47 On Shares
1 Haha	0 On Post	1 On Shares
9 Wow	8 On Post	1 On Shares
1 Sad	1 On Post	0 On Shares
25 Comments	21 On Post	4 On Shares
12 Shares	12 On Post	0 On Shares

966 Post Clicks

567 Photo Views	0 Link Clicks	399 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
When you boost this post, you'll show it to more people.

3,880
People Reached

1,199
Engagements

Boost Post

123

15 Comments 12 Shares

Like

Comment

Share



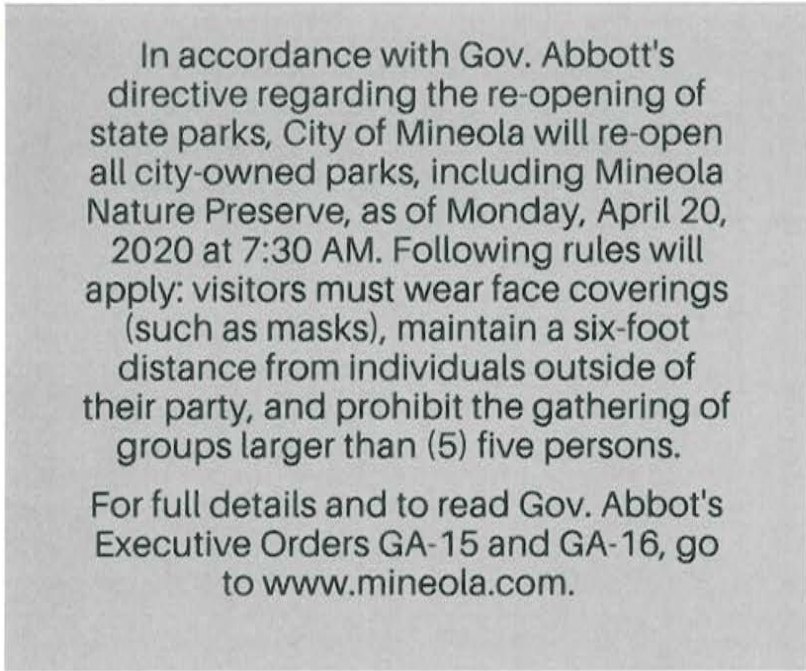
Post Details



Mineola Texas

Published by Lynn Kitchens · April 17 at 4:34 PM ·

#MineolaTexas #MineolaStrong



Performance for Your Post

14,313 People Reached

625 Reactions, Comments & Shares

335 Like	48 On Post	287 On Shares
29 Love	2 On Post	27 On Shares
5 Haha	0 On Post	5 On Shares
5 Wow	0 On Post	5 On Shares
3 Sad	0 On Post	3 On Shares
1 Angry	0 On Post	1 On Shares
124 Comments	18 On Post	106 On Shares
123 Shares	123 On Post	0 On Shares

1,257 Post Clicks

162 Photo Views	3 Link Clicks	1,092 Other Clicks
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NEGATIVE FEEDBACK

4 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
When you boost this post, you'll show it to more people.

14,313
People Reached

1,882
Engagements

Boost Post

Gina Lovato, Autum Barbosa and 47 others

11 Comments 123 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Doris Newman · April 24 at 11:32 AM ·

The folks at Panda Buffet on East Broad Street are planning to reopen Monday, April 27 for carry-out orders. They will be open from 11 a.m. to 9 p.m. and you will be able to call 903-569-3959 to place orders for some Chinese cuisine!



Performance for Your Post

5,226 People Reached

243 Reactions, Comments & Shares

114 Like	59 On Post	55 On Shares
19 Love	9 On Post	10 On Shares
1 Angry	0 On Post	1 On Shares
52 Comments	17 On Post	35 On Shares
57 Shares	57 On Post	0 On Shares
332 Post Clicks		
39 Photo Views	0 Link Clicks	293 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
When you boost this post, you'll show it to more people.

5,226
People Reached

575
Engagements

Boost Post

67

12 Comments 57 Shares

Like

Comment

Share



Post Details



Mineola Texas

Published by Lynn Kitchens · April 29 at 5:33 PM ·

Judge Lucy Hebron announced today at 2:30 p.m. that there are 8 confirmed, positive cases of Coronavirus (COVID-19) in Wood County and mobile testing for the virus will be offered on May 1, 2020 at Mineola Civic Center. #MineolaTexas



County Judge Lucy Hebron
Bly Davidson (Wood County Fire Marshal and
Emergency Management Coordinator)
April 29, 2020 Press Release
(m.)

COVID-19 Update

At 2:30 p.m. on April 29, 2020, one additional confirmed, positive case of Coronavirus (COVID-19) has been reported for Wood County, Texas, bringing the total for the county to 8 confirmed, positive cases.

Health and Human Services is offering mobile COVID-19 test collection for on May 1, 2020, from 9:00 a.m. to 5:00 p.m. at the Mineola Civic Center, 1156 N. Newsom, Mineola, Texas. Registration will open 24 hours prior to the collection beginning, which will be by appointment only. Please see the attached information, including screening information and how you can register.

Wood County
MOBILE TEST COLLECTION
Coming to your community
May 1st

9:00 am – 5:00 pm – Mineola Civic Center
1156 N Newsom, Mineola, TX
(Registration will open April 30th)

You will be screened to see if you have:

Fever and/or Chills	Sore Throat
Cough (Dry or Productive)	Headaches
Fatigue	Nausea/Vomiting
Body Aches/Muscle or Joint Pain	Nasal Congestion
Shortness of Breath	Loss of Taste

To register:
VISIT [TXCOVIDTEST.ORG](https://www.txCOVIDtest.org) OR CALL 512-555-1234
Tests are conducted by appointment only.

Logos for Wood County, Mineola, Texas, and Texas Health and Human Services.

Performance for Your Post

4,315 People Reached

131 Reactions, Comments & Shares

36 Like	19 On Post	17 On Shares
7 Wow	3 On Post	4 On Shares
4 Sad	1 On Post	3 On Shares
41 Comments	18 On Post	23 On Shares
43 Shares	43 On Post	0 On Shares
839 Post Clicks		
386 Photo Views	0 Link Clicks	453 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
When you boost this post, you'll show it to more people.

4,315
People Reached

970
Engagements

Boost Post

23

11 Comments 43 Shares

Like

Comment

Share



Post Details



Mineola Main Street Program

Published by Doris Newman · April 2 ·

The governor's order includes closing of public playgrounds so the City of Mineola has closed the playground equipment at Iron Horse Square, the basketball court, and the playground at the Nature Preserve. The civic center's playground is also closed. We are able to leave the parks open to allow people a place to go to exercise but social distancing is still required there too.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

423
People Reached

26
Engagements

Boost Post

Linda Connell, Gigi Bell Schoenstein and 5 others

6 Shares

Like

Comment

Share



Performance for Your Post

423 People Reached

16 Likes, Comments & Shares

10 Likes **7** On Post **3** On Shares

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

6 Shares **6** 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

Post Details



Mineola Main Street Program

Published by Lynn Kitchens · April 7 at 3:37 PM ·

Due to COVID-19 pandemic, all City of Mineola parks, including all areas of Mineola Nature Preserve, Peterson Park and Iron Horse Square, are temporarily closed as of sunset April 7, 2020. More community information regarding COVID-19 can be found at City of Mineola website at www.mineola.com #MineolaTexas #StopTheSpread



CITY OF MINEOLA TO FOLLOW THE LEAD OF NEW TEMPORARY ORDER BY GOVERNOR GREG ABBOTT TO CLOSE ALL STATE PARKS AND HISTORIC SITES DUE TO COVID-19, IN EFFORTS TO STRENGTHEN "SOCIAL DISTANCING" ISSUED IN EFFECT BY 5:00 P.M., TUESDAY, APRIL 7, 2020.

The City of Mineola will be complying with the State's latest temporary order by Governor Greg Abbott concerning the closing of all State Parks and Historic Sites. The City of Mineola will close the following local park areas: Mineola Nature Preserve, Peterson Park and Iron Horse Square effective today at sunset. The City of Mineola will follow this declaration until at such time, Governor Greg Abbott terminates this temporary order.

"Social distancing is our best tool to curb the spread of COVID-19 and save lives," said Governor Abbott. The City of Mineola agrees with Governor Greg Abbott that by the temporary closure of our City Parks and Historic Sites we will be helping achieve the goal of preventing the gathering of groups of people. The City urges citizens to continue to stay at home except for essential services as we respond to COVID-19. By following social distancing practices, we will overcome the challenges of this pandemic together.

To follow developments by the city, go to our website at mineola.com or our Facebook at Mineola, Texas. For health developments, follow NetHealth (for accurate up-to-date info) at www.healthycastts.org (903) 763-4151, and the Center for Disease Control (CDC).

Performance for Your Post

478 People Reached

11 Reactions, Comments & Shares

3 Like 3 On Post 0 On Shares

5 Love 3 On Post 2 On Shares

1 Comments 0 On Post 1 On Shares

4 Shares 4 On Post 0 On Shares

18 Post Clicks

7 Photo Views 0 Link Clicks 11 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 When you boost this post, you'll show it to more people.

478 People Reached

28 Engagements

Boost Post button

Aide Rendon, Melissa Weber and Freda Madsen

4 Shares

Like Comment Share icons

Post Details



Mineola Main Street Program

Published by Doris Newman · April 8 at 10:01 AM ·

Mineola Economic Development Corporation is partnering with Mineola Community Bank to assist businesses in the Small Town Strong Program. The bank is also matching every local receipt, given for transactions as early as March 23, 2020, with \$1 in the fund. The receipts can either be dropped off at MCB, emailed to receipt@smalltownstrong2020.com, or posted on Facebook with the hashtag #smalltownstrong2020. But remember if posted on FB to make your post public so they can see them. This is a very tangible way to help our businesses – please remember to turn your receipts in!

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

389 People Reached **16** Engagements

Linda Goodwin and Linda Connell 4 Shares

Like Comment Share

[Boost Post](#)

Performance for Your Post

389 People Reached

8 Reactions, Comments & Shares

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

4 Love **2** On Post **2** On Shares

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

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

8 Post Clicks

0 Photo Views **0** Link Clicks **8** 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 Main Street Program

Published by Doris Newman · April 24 at 11:30 AM ·

The folks at Panda Buffet on East Broad Street are planning to reopen Monday, April 27 for carry-out orders. They will be open from 11 a.m. to 9 p.m. and you will be able to call 903-569-3959 to place orders for some Chinese cuisine!



Performance for Your Post

538 People Reached

26 Reactions, Comments & Shares

18 Like 13 On Post 5 On Shares

1 Love 1 On Post 0 On Shares

2 Comments 1 On Post 1 On Shares

5 Shares 5 On Post 0 On Shares

19 Post Clicks

2 Photo Views 0 Link Clicks 17 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 When you boost this post, you'll show it to more people.

538 People Reached

45 Engagements

Boost Post

Kristia Crump White, Peggy Hudson and 12 others 1 Comment 5 Shares

Like Comment Share

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · April 7 at 3:08 PM ·

Due to COVID-19 pandemic, all areas of Mineola Nature Preserve are temporarily closed as of sunset April 7, 2020. More community information regarding COVID-19 can be found at City of Mineola website at www.mineola.com #MineolaTexas #StopTheSpread



CITY OF MINEOLA TO FOLLOW THE LEAD OF NEW TEMPORARY ORDER BY GOVERNOR GREG ABBOTT TO CLOSE ALL STATE PARKS AND HISTORIC SITES DUE TO COVID-19, IN EFFORTS TO STRENGTHEN "SOCIAL DISTANCING" ISSUED IN EFFECT BY 5:00 P.M., TUESDAY, APRIL 7, 2020.

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To follow developments by the city, go to our website at mineola.com or our Facebook at Mineola, Texas. For health developments, follow NetHealth (for accurate up-to-date info) at www.healthyeasttx.org (903) 763-4151, and the Center for Disease Control (CDC).

Performance for Your Post

11,304 People Reached

522 Reactions, Comments & Shares

Table with 3 columns: Reaction Type, Count, Location. Rows include Like, Love, Wow, Sad, Angry, Comments, Shares.

Table with 3 columns: Metric, Count, Location. Rows include Post Clicks, Photo Views, Link Clicks, Other Clicks.

NEGATIVE FEEDBACK

Table with 2 columns: Action, Count. Rows include Hide Post, Report as Spam, Hide All Posts, Unlike Page.

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.

11,304 People Reached, 2,292 Engagements, Boost Post button

IJ Hribal, Mindy Curd Sloneker and 59 others 30 Comments 86 Shares

Like Comment Share icons

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · April 8 at 12:57 PM ·

Concerning the closing of the Mineola Nature Preserve: Difficulty in ensuring compliance with social distancing, problems maintaining supplies and keeping park facilities sufficiently sanitized are only a few of the challenges encountered by City of Mineola staff. Thank you all for your understanding during these difficult times. Per Mercy Rushing, City Manager. #MineolaTexas #MineolaStrong

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,454
People Reached

327
Engagements

Boost Post

37

12 Comments 6 Shares

Like

Comment

Share



Performance for Your Post

1,454 People Reached

93 Reactions, Comments & Shares

23 Like	23 On Post	0 On Shares
25 Love	24 On Post	1 On Shares
11 Sad	10 On Post	1 On Shares
4 Angry	4 On Post	0 On Shares
26 Comments	18 On Post	8 On Shares
6 Shares	6 On Post	0 On Shares

255 Post Clicks

1 Photo Views	0 Link Clicks	254 Other Clicks
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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

Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · April 17 at 4:38 PM ·

#MineolaStrong #MineolaTexas

In accordance with Gov. Abbott's directive regarding the re-opening of state parks, City of Mineola will re-open all city-owned parks, including Mineola Nature Preserve, as of Monday, April 20, 2020 at 7:30 AM. Following rules will apply: visitors must wear face coverings (such as masks), maintain a six-foot distance from individuals outside of their party, and prohibit the gathering of groups larger than (5) five persons.

For full details and to read Gov. Abbot's Executive Orders GA-15 and GA-16, go to www.mineola.com.

Mineola Texas

Published by Lynn Kitchens · April 17 at 4:34 PM ·

#MineolaTexas #MineolaStrong

Performance for Your Post

1,073 People Reached

58 Reactions, Comments & Shares

28 Like	28 On Post	0 On Shares
9 Love	9 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
13 Comments	12 On Post	1 On Shares
7 Shares	7 On Post	0 On Shares

131 Post Clicks

17 Photo Views	0 Link Clicks	114 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

1,073 People Reached **189** Engagements **Boost Unavailable**

Debbie Rhodes, Jeanine Stowe Weiss and 36 others · 11 Comments · 7 Shares

Like Comment Share

Post Details



People Can Give to Your Organization While Staying Home

Encourage people to contribute to your faith-based organization without leaving home. Add a donate button to your post, and we'll take care of the processing with no fees.



Genice, Brenda and 55 other friends have donated through Facebook.

Select Your Organization



Mineola Nature Preserve

Published by Lynn Kitchens · April 30 at 4:56 PM ·

Reminder: Stay at Home order expires tonight. Use caution, common sense and courtesy out there....Stay safe! #MineolaTexas #MineolaStrong



Performance for Your Post

1,053 People Reached

39 Reactions, Comments & Shares

25 Like **23** On Post **2** On Shares

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

7 Comments **7** On Post **0** On Shares

6 Shares **5** On Post **1** On Shares

54 Post Clicks

5 Photo Views **0** Link Clicks **49** 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

When you boost this post, you'll show it to more people.

1,053
People Reached

93
Engagements

Boost Post

Michelle Leigh, Janie Goodson Burge and 21 others

5 Comments 5 Shares

Like

Comment

Share



Post Details



Mineola, Tx Historical Museum

Published by Lynn Kitchens · April 17 at 11:15 AM ·

GOOD NEWS TODAY! Texas State Champions Mineola High School Band featured in HALFTIME MAGAZINE - a NATIONAL publication! Way to REPRESENT< SOUND OF THE SWARM!!



HALFTIMEMAG.COM

Mineola High School Band

"The Sound of the Swarm" from Mineola, Texas, works together as a...

Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.

288 People Reached

53 Engagements

Boost Post

Glenda Myers Cagle, Jenniffer Hudson Connors and 24 others 3 Shares

Like Comment Share

Performance for Your Post

288 People Reached

29 Reactions, Comments & Shares

24 Like 24 On Post 0 On Shares

2 Love 2 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

3 Shares 3 On Post 0 On Shares

24 Post Clicks

0 Photo Views 13 Link Clicks 11 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

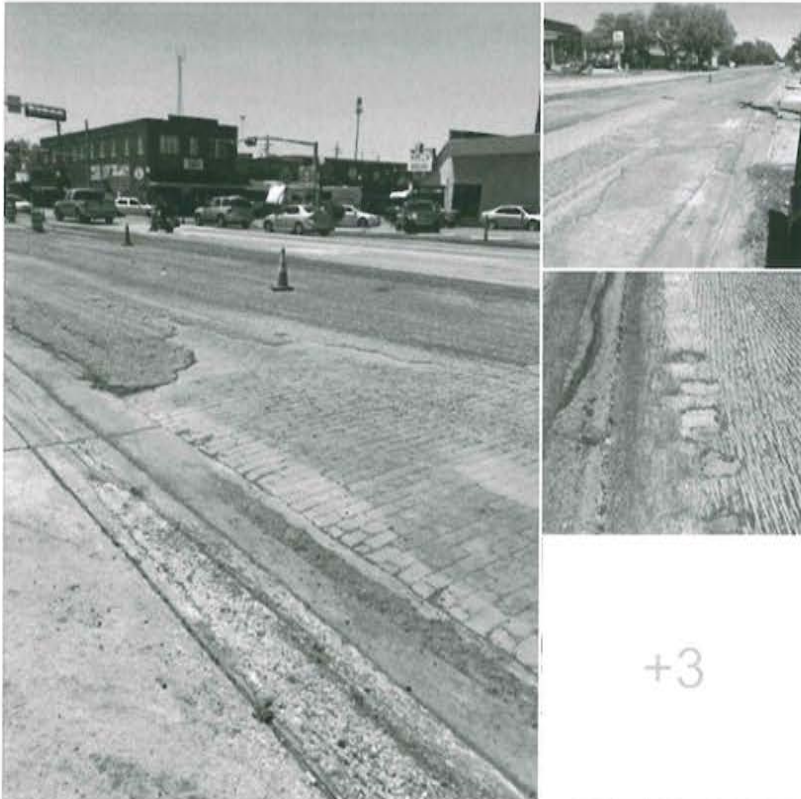
Reported stats may be delayed from what appears on posts

Post Details



Mineola, Tx Historical Museum is with Tina Woodrum.
Published by Doris Newman · April 30 at 4:43 PM ·

Look what the resurfacing of Highway 69 (Pacific Street) and Highway 37 revealed today after the surface was milled off! It gives a further little glimpse into our town's history. (Thanks to our code enforcement officer and fire marshal for snapping these pictures for those of us who don't want to drive on it!)



+3

Performance for Your Post

20,752 People Reached

1,900 Reactions, Comments & Shares

965 Like	229 On Post	736 On Shares
261 Love	73 On Post	188 On Shares
11 Haha	2 On Post	9 On Shares
162 Wow	34 On Post	128 On Shares
3 Sad	2 On Post	1 On Shares
318 Comments	82 On Post	236 On Shares
181 Shares	181 On Post	0 On Shares

7,766 Post Clicks

4,051 Photo Views	0 Link Clicks	3,715 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**
When you boost this post, you'll show it to more people.

20,752
People Reached

9,666
Engagements

Boost Post

Carole Wedig, Tylar Flanakin and 336 others 56 Comments 181 Shares

Like Comment Share

Post Details



Iron Horse Square

Published by Doris Newman · April 2 ·

The governor's order includes closing of public playgrounds so the City of Mineola has closed the playground equipment at Iron Horse Square, the basketball court, and the playground at the Nature Preserve. The civic center's playground is also closed. We are able to leave the parks open to allow people a place to go to exercise but social distancing is still required there too.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

692
People Reached

56
Engagements

Boost Post

Christie Birkenbach Cook, Peggy Sutton Simonek and 15 others 9 Shares

Like

Comment

Share



Performance for Your Post

692 People Reached

33 Reactions, Comments & Shares

20 Like **15** On Post **5** On Shares

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

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

9 Shares **9** On Post **0** On Shares

23 Post Clicks

0 Photo Views **0** Link Clicks **23** 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



Iron Horse Square

Published by Lynn Kitchens · April 6 ·

Until further notice, City of Mineola will no longer accept cash payment for utilities, court or permits. #MineolaTexas #StopTheSpread



Performance for Your Post

665 People Reached

24 Reactions, Comments & Shares

5 Like	2 On Post	3 On Shares
3 Love	1 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
5 Comments	0 On Post	5 On Shares
10 Shares	10 On Post	0 On Shares

31 Post Clicks

6 Photo Views	0 Link Clicks	25 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
When you boost this post, you'll show it to more people.

665
People Reached

55
Engagements

Boost Post

Skylar Mitchell, Denise Galvani Hurst and Tins Evea

10 Shares

Like

Comment

Share



Post Details



Iron Horse Square

Published by Lynn Kitchens · April 8 at 1:07 PM ·

Eating establishments in Mineola open during COVID-19 and their services.
 Printable PDF at <https://www.mineola.com/.../eating-establishments-open-during...>

City of Mineola, Texas
 300 Greenville Hwy PO Box 379
 Mineola, TX 75773 Mineola.tx.gov
 903-569-0183 mainstreet@mineola.com

EATING ESTABLISHMENTS OPEN DURING COVID-19 RESTRICTIONS



Last updated Tuesday, April 7, 2020. Please confirm information with establishments. If you are a dining establishment in Mineola, TX and are not listed or would like to update your information, please email mainstreet@mineola.com. This list is provided for information purposes only and is not intended as an endorsement of any business or establishment. The City of Mineola is not responsible for any inaccurate information. Asterisk (*) indicates businesses that have online App for ordering.

NAME	Hours	Phone	Takeout	Deliver	Curbside	Order Thru
Bryan's Cheesecakes	M-Thr 10am-6pm; F-S 10am-6pm; closed Sun	903-681-0420	yes	Will ship	yes	
Cowburners BBQ & Taprooms	T-Sat 11am-8pm; closed Sun & M	903-638-8666	yes	5 mile radius	yes	
109 N Johnson						
Dairy Queen *	M-Thr 10-10; F-Sat 10am-11pm; Sun 11am-10pm	903-569-5454	Online/phone		Online/phone	yes
220 W Broad						
Donut Supreme	7 days a wk 4:30am - noon	903-569-8202	yes			yes
501 W Broad						
Fudge Store	M-Sat 10am - 5pm	903-569-0322	Will ship	yes	yes	
114 E Broad (inside Between Friends)						
Golden Chick	Sun-Thr 10:30am-9pm; F-S 10:30am-10pm	903-569-0404	yes		yes	yes
638 W Broad						
Jalapeno Tree	7 days a wk 11am-8pm	903-638-6901				only
416 E Broad						
Kelly B's @ Mineola Country Club	Sun-T 11am-1pm; W-Sat 11am-7pm	903-369-3287		yes	yes	
975 W Loop 564						
Kitchens Hardware & Deli	M-Sat 7am-2pm & 5-9pm; Sun 7am-2pm	903-569-2664	yes	yes	yes	
119 E Broad						
Logan's Place at the Beckham	M-Thr 11am-6pm; F & Sat 11am-9pm	903-638-8120	yes	In city limits	yes	
133 W Commerce						
Mack's Split Rail BBQ	Tue - Sat 11am-8pm	903-569-0750				Call ahead
201 Greenville Hwy 69						
MarTyl Craft Services	T-F 10am-6pm	903-638-4229	yes	yes	yes	
513 W Broad						
McDonalds *	7 days/ 5am-11pm	903-569-3252			yes	yes
1202 N Pacific						
Pizza Hut	Sun - Thr 11am - 9pm; F-S 11am-10pm	903-569-5437			yes	yes
1211 N Johnson						
Sonic Drive-In *	M-Thr 5:15am-11pm; F-S 5:15am-12pm; 5:6am-11pm	903-569-5506			yes	yes
311 W Broad						
Southern Maid Donuts	M-Thr 4:30am-1pm; F-Sun 4:30am-2pm	903-569-1243	yes			yes
1235 N Pacific						
Subway	7 days a wk 10am-9pm	903-569-0116			yes	
1226 N Pacific						
Sugarbakers Bakery & Tea Room	Tue-Sat 11am-5pm	361-500-3020			Call ahead	
119 W Broad						
Taco Bell	Sun-Thr 9am-2am; F-Sat 9am-2am	903-569-6729	yes			yes
125 NE Loop 564						
Uncle Bubba's Grillhouse	M-Sat 9am-8pm closed Sun	903-638-8262		11am-2pm	yes	yes
605 W Broad						
Val's Italian Restaurant & Pizza	T-Thr 11am-9pm; F-Sat 11am-9:30pm; S 11am-9pm	903-638-2200	yes		yes	
130 E Broad						
Whataburger *	7 days / 24 hrs a day	903-638-8520			5am-8pm	yes
2200 N Pacific						

When the restrictions are lifted, please remember the following establishments that are temporarily closed: East Texas Burger, Farm House Fried Pies, La Waffalata, Panda Buffet, Paredes, Taqueria Plancarte, The Works Caffeine Window.

Performance for Your Post

779 People Reached

29 Reactions, Comments & Shares

7 Like **7** On Post **0** On Shares

18 Love **7** On Post **11** On Shares

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

9 Shares **9** On Post **0** On Shares

76 Post Clicks

50 Photo Views **7** Link Clicks **19** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

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Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

779 People Reached **105** Engagements Boost Post

Joe Moore, Rick Martinez and 5 others **9** Shares

Like Comment Share

Post Details



Iron Horse Square

Published by Lynn Kitchens · April 29 at 11:29 AM ·

Gov Abbott issued Executive Orders on April 27, 2020 to re-open Texas. The "Stay at Home" order will expire at mid-night April 30, 2020. Some businesses will be allowed to re-open May 1 with restrictions. Go to https://www.mineola.com/ to see the latest details and press release from Wood County Judge Lucy Hebron. City of Mineola will follow the Governor's Executive Order GA-18 and Wood County Judge's order reflecting GA-18. #MineolaTexas #MineolaStrong



Performance for Your Post

966 People Reached

21 Reactions, Comments & Shares

10	5	5
Like	On Post	On Shares
1	1	0
Love	On Post	On Shares
1	0	1
Sad	On Post	On Shares
1	1	0
Comments	On Post	On Shares
8	8	0
Shares	On Post	On Shares

56 Post Clicks

5	19	32
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

1	1
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
When you boost this post, you'll show it to more people.

966 People Reached 77 Engagements [Boost Post](#)

Sharon Conyers, Denise Galvani Hurst and 4 others 1 Comment 8 Shares

Like Comment Share

Post Details



Mineola Farmers Market

Published by Lynn Kitchens · April 8 at 11:45 AM ·

Eating establishments and their services during COVID-19 restrictions. #MineolaTexas #StopTheSpread Printable PDF is available at <https://www.mineola.com/.../eating-establishments-open-during...>

City of Mineola, Texas
300 Greenville Hwy PO Box 179
Mineola, TX 75772 mineola.com
903-569-6182 mainstreet@mineola.com

EATING ESTABLISHMENTS OPEN DURING COVID-19 RESTRICTIONS



Last updated Tuesday, April 7, 2020. Please confirm information with establishments. If you are a dining establishment in Mineola, TX and are not listed or would like to update your information, please email mainstreet@mineola.com. This list is provided for information purposes only and is not intended as an endorsement of any business or establishment. The City of Mineola is not responsible for any inaccurate information. Asterisk (*) indicates businesses that have online App for ordering.

NAME	Hours	Phone	Takeout	Deliver	Curbside	Order thru
Bryan's Cheesecakes	M-Thr 10am-6pm; F-S 10am-8pm; closed Sun	903-681-0420	yes	Will ship 5 mile radius	yes	
Cowburners BBQ & Taproom	T-Sat 11am-8pm; closed Sun & M	903-635-8668			yes	
Dairy Queen *	M-Thr 10-10; F-Sat 10am-11pm; Sun 11am-10pm	903-569-5454	Online/ phone		Online/ phone	yes
Donut Supreme	7 days a wk 4:30am - noon	903-569-8202	yes			yes
Fudge Store	M-Sat 10am - 5pm	903-569-0322	Will ship	yes	yes	
Golden Chick	Sun-Thr 10:30am-9pm; F-S 10:30am-10pm	903-569-0404	yes		yes	yes
Jalapeno Tree	7 days a wk 11am-8pm	903-688-6901				only
Kelly's @ Mineola Country Club	Sun-T 11am-3pm; W-Sat 11am-7pm	903-369-3287		yes	yes	
Kitchens Hardware & Deli	M-Sat 7am-2pm & 5-9pm; Sun 7am-2pm	903-569-2664	yes	yes	yes	
Logan's Place at the Beckham	S,T-Thr 11am-8pm; F & Sat 11am-9pm	903-638-8320	yes	In city limits	yes	
Mack's Split Rail BBQ	Tue - Sat 11am-8pm	903-569-9750				Call ahead
MarSyl Craft Services	T-F 10am-6pm	903-638-4229	yes	yes	yes	
McDonalds *	7 days/ 5am-11pm	903-569-3252			yes	Yes
Pizza Hut	Sun - Thr 11am - 9pm; F-S 11am-10pm	903-569-5437			yes	yes
Sonic Drive-In *	M-Thr 5:15am-11pm; F-S 5:15am-12pm; S 6am-11pm	903-569-5506			yes	yes
Southern Maid Donuts	M-Thr 4:30am-1pm; F-Sun 4:30am-2pm	903-569-1243	yes			yes
Subway	7 days a wk 10am-9pm	903-569-0116			yes	
Superbakers Bakery & Tea Room	Tue-Sat 11am-5pm	361-500-5020				Call ahead
Taco Bell	Sun-Thr 9am-1am; F-Sat 9am-2am	903-569-6729	yes			yes
Uncle Bubba's Grillhouse	M-Sat 9am-8pm closed Sun	903-638-8262		11am-7pm	yes	yes
Val's Italian Restaurant & Pizza	T-Thr 11am-8pm; F-Sat 11am-9:30pm; S 11am-9pm	903-638-2200	yes		yes	
Whataburger *	7 days / 24 hrs a day	903-638-8520			8am-8pm	yes

When the restrictions are lifted, please remember the following establishments that are temporarily closed: East Texas Burger, Farm House Fried Pies, La Waffalata, Panda Buffet, Paredes, Taqueria Plancarte, The Works Caffeine Window.

Performance for Your Post

220 People Reached

8 Reactions, Comments & Shares

3 Like 3 On Post 0 On Shares

3 Love 3 On Post 0 On Shares

1 Comments 1 On Post 0 On Shares

1 Shares 1 On Post 0 On Shares

9 Post Clicks

4 Photo Views 0 Link Clicks 5 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

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Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

220 People Reached

14 Engagements

Boost Post

Judy Durbin, Nancy Stelmach and Gloria Craig 1 Comment 1 Share

Like Comment Share

Post Details



Mineola Farmers Market

Published by Lynn Kitchens · April 20 at 4:49 PM ·

#MineolaStrong #MineolaTexas



Performance for Your Post

4,795 People Reached

292 Reactions, Comments & Shares

200 Like	16 On Post	184 On Shares
32 Love	2 On Post	30 On Shares
18 Comments	0 On Post	18 On Shares
42 Shares	42 On Post	0 On Shares
157 Post Clicks		
43 Photo Views	0 Link Clicks	114 Other Clicks

NEGATIVE FEEDBACK

3 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
When you boost this post, you'll show it to more people.

4,795
People Reached

449
Engagements

Boost Post

17

42 Shares

Like

Comment

Share

