

## Marketing Department Report for City Council

MAY 2020

By Lynn Kitchens

The month of May brought the re-opening of Mineola as the stay-at-home orders expired and everyone slowly began to emerge from isolation. Much of the department's time was spent waiting for the governor to issue new orders to see what expansion of activity would be allowed next and at what levels. My duties involved reviewing the press releases and sending them out to all media outlets as well as posting on City's Facebook pages and website.

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

As businesses and restaurants began to resume business as Gov. Abbott re-opened Texas, I assisted the Code Enforcement Department by designing, printing and laminating official Occupancy Load signs that stated maximum occupancy based on Governor's guidelines. Businesses placed these yellow signs on their front doors to indicate that they were complying with the guidelines and to make customers aware of current occupancy levels.

As live meetings and activities continued to cancel, much time was spent attending Zoom and GoTo meetings and listening to webinars. Online meetings and webinars attended:

- April 22 – Webinar – hosted by Texas Economic Development Council - Ten Points to Reopening Texas
- April 30 – Webinar – hosted by Texas Comptroller's Office – COVID-19 Relief Fund and Other Assistance
- May 6 – Webinar – hosted by Office of the Gov. Economic Development – Small Business Workshop for East Texas
- May 7 – Zoom meeting – hosted by East Texas Workforce Solution – Planning the online town hall meeting set for May 14. Interaction of several agencies and economic development corporations to prepare pertinent information on federal, state and local relief funds, questions concerning unemployment and more.
- May 13 – Webinar – hosted by Texas Travel Industry Alliance – Marketing in the Time of COVID-19
- May 13 – Webinar – hosted by Texas Economic Development Council – Economic Impact and Tax Revenue Forecasting in the Age of COVID-19
- May 14 – Online Town Hall Meeting – hosted by Texas Workforce Commission / East Texas Workforce Commission – Impact of COVID-19 on Jobs & Workforce in East Texas Region and Available Relief Funding. Mineola EDC was actively involved in the planning and organization of this town hall meeting that was originally planned as a live event to be hosted at Mineola Civic Center. Due to the shutdown by COVID-19, the meeting was changed to an online event. There were over 80 participants in the online meeting.
- May 20 – Webinar – hosted by Texas Association of Convention & Visitor Bureaus – Tourism After COVID-19 and the re-opening of visitors centers.
- May 28 – Webinar – hosted by Texas Association of Convention & Visitor Bureaus – The Shape of Summer Travel

## Marketing Department Report for City Council

MAY 2020

By Lynn Kitchens

Ads running this month:

- Wood County Monitor banner ad for Shop Local page
- See Online version: County Line Magazine story at [https://www.countylinemagazine.com/destination-guides/mineola/mineola-black-spiders-played-ball-in-texas-and-midwest/article\\_fc93591e-9710-11ea-a35a-83ccd247792c.html](https://www.countylinemagazine.com/destination-guides/mineola/mineola-black-spiders-played-ball-in-texas-and-midwest/article_fc93591e-9710-11ea-a35a-83ccd247792c.html)

Ongoing:

- Posting daily and weekly posts to six City Facebook pages concerning Mineola activities and news. Searching for "Mentions" and reviewing Notifications for Mineola activity
- Updating "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.
- Updating 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.
- Monitoring analytics for Facebook posts to gauge activity and feedback.
- Assisting staff when and where needed with projects and programs

City Meetings:

Monthly Staff Meeting – May 5

City Council Meeting - May 18

**MINEOLA TEXAS page**      **As of 5/31/2020**      **10,679 Followers**      **10,715 Likes**  


---

**27 Increase from last month**      **25 Increase from last month**

Walmart Doesn't Require Facemasks  
 Posted May 5 2020  
 Reached 8,107  
 1,349 Engagements

City Providing Free Dumpster – Clean Up Days  
 Posted May 12 2020  
 Reached 4,243  
 256 Engagements

Opening Mineola Timeline  
 Posted May 20 2020  
 Reached 3,225  
 346 Engagements

MISD Senior Portraits in Downtown  
 Posted May 22 2020  
 Reached 2,827  
 373 Engagements

Novada Bigham Honored  
 Posted May 20 2020  
 Reached 2,997  
 486 Engagements

Playgrounds Opened After Sanitization  
 Posted May 26 2020  
 Reached 2,497  
 390 Engagements

**MINEOLA MAIN STREET page**      **As of 5/31/2020**      **1,525 Followers**      **1,515 Likes**  


---

**16 Increase from last month**      **16 Increase from last month**

MISD Senior Portraits in Downtown  
 Posted May 22 2020  
 Reached 1,150  
 184 Engagements

Farmers Market Opens for Season  
 Posted May 30 2020  
 Reached 577  
 53 Engagements

Opening Mineola Timeline  
 Posted May 20 2020  
 Reached 486  
 25 Engagements

**MINEOLA NATURE PRESERVE page**      **As of 5/31/2020**      **6,300 Followers**      **6,344 Likes**  


---

**123 Increase from last month**      **115 Increase from last month**

Farmers Market Opening Day  
 Posted May 21 2020  
 Reached 2,950  
 225 Engagements

Playgrounds Open After Sanitization  
 Posted May 26 2020  
 Reached 1,623  
 188 Engagements

Facemasks Not Required At City Parks  
 Posted May 5 2020  
 Reached 1,083  
 80 Engagements

Facemasks Not Required At Walmart  
 Posted May 5 2020  
 Reached 1,193  
 142 Engagements

Thank You Dennis Pickens For Sharing Your Photos  
 Posted May 13 2020  
 Reached 918  
 100 Engagements

---

**MINEOLA, TX HISTORICAL MUSEUM page As of 5/31/2020**      **1,860 Followers**      **1,868 Likes**  
 65 Increase from last month      64 Increase from last month

Walmart Doesn't Require Facemasks  
 Posted May 5 2020  
 Reached 1,376  
 226 Engagements

New Sign: We Will Do It Again  
 Posted May 5 2020  
 Reached 1,086  
 132 Engagements

City Providing Free Dumpster – Clean Up Days  
 Posted May 12 2020  
 Reached 1,185  
 71 Engagements

---

**IRON HORSE SQUARE page As of 5/31/2020**      **995 Followers**      **973 Likes**  
 22 Increase from last month      20 Increase from last month

Walmart Doesn't Require Facemasks  
 Posted May 5 2020  
 Reached 2,014  
 299 Engagements

Opening Mineola Timeline  
 Posted May 22 2020  
 Reached 1,704  
 77 Engagements

The Katy Railroad Special  
 Posted May 26 2020  
 Reached 1,623  
 294 Engagements

City Providing Free Dumpster – Clean Up Days  
 Posted May 12 2020  
 Reached 1,380  
 97 Engagements

---

**FARMERS MARKET page As of 5/31/2020**      **1,282 Followers**      **1,256 Likes**  
 95 Increase from last month      89 Increase from last month

Farmers Market Opening Day  
 Posted May 11 2020  
 Reached 4,291  
 273 Engagements

Come See All The Goodies  
 Posted May 23 2020  
 Reached 1,980  
 269 Engagements

Farmers Market Opening Day  
 Posted May 21 2020  
 Reached 384  
 51 Engagements

Post Details



Mineola Texas

Published by Lynn Kitchens · May 5 ·

Mineola TX Walmart does not require customers to wear face masks. #MineolaTexas #MineolaStrong

After checking with local management, we can report that Mineola TX Walmart is NOT requiring customers to wear face masks. It is recommended, but not required. Their employees are required but customers are NOT.

City of Mineola Texas  
#MineolaTexas #MineolaStrong



Performance for Your Post

8,107 People Reached

396 Reactions, Comments & Shares

193 Like	55 On Post	138 On Shares
4 Love	0 On Post	4 On Shares
6 Haha	0 On Post	6 On Shares
16 Wow	4 On Post	12 On Shares
12 Sad	6 On Post	6 On Shares
6 Angry	0 On Post	6 On Shares
93 Comments	19 On Post	74 On Shares
66 Shares	64 On Post	2 On Shares

953 Post Clicks

79 Photo Views	0 Link Clicks	874 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.

8,107  
People Reached

1,349  
Engagements

Boost Post

64

12 Comments 64 Shares

Like

Comment

Share



Post Details



**Mineola Texas**

Published by Lynn Kitchens · May 12 at 11:51 AM ·

Have you been cleaning a lot while you are staying home and now need a place to dump that trash? City of Mineola is providing free trash dumpster at Public Works building for City residential utility customers - starting Saturday, May 16 – See details. #MineolaTexas #MineolaStrong #KeepMineolaClean

**Performance for Your Post**

**4,243** People Reached

**98** Reactions, Comments & Shares

<b>37</b> Like	<b>19</b> On Post	<b>18</b> On Shares
<b>3</b> Love	<b>2</b> On Post	<b>1</b> On Shares
<b>1</b> Haha	<b>0</b> On Post	<b>1</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>13</b> Comments	<b>8</b> On Post	<b>5</b> On Shares
<b>43</b> Shares	<b>43</b> On Post	<b>0</b> On Shares

**158** Post Clicks

<b>39</b> Photo Views	<b>0</b> Link Clicks	<b>119</b> Other Clicks
--------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**CITY OF MINEOLA** is providing **FREE SPECIAL DUMPSTERS**

During this time of Coronavirus, City of Mineola wants to help its citizens keep our community clean. Free dump service available for a limited time.

**Saturdays: May 16, May 30, June 6, 13, 20, 27.**  
**8:00 AM - 1:00 PM**  
 (Or until Dumpsters are full.)  
 (Note: Will be closed May 23)

**Public Works Dept.**  
**1824 N Pacific St.**

Dumpsters are available **FREE** for Mineola residential utility customers **only**. Bring your current Mineola water bill and drivers license or ID.

*No commercial construction debris.  
 No mattresses, tires, batteries, paint, refrigerants, petroleum products or shingles.*

For more info contact Public Works at 903-569-2535

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

**4,243** People Reached      **256** Engagements     

Wanda Guinn, Nancy Dickey and 19 others      8 Comments 43 Shares

Like      Comment      Share

Post Details



**Mineola Texas**

Published by Lynn Kitchens · May 20 at 10:44 AM ·

Note: Retail located within counties where the county judge has filed an attestation form with DSHS confirming five or fewer cases in that county are allowed to go to 50% occupancy BUT Wood County currently has more than five active cases. "Non-essential" retail in Wood County should remain operating at 25% occupancy.

**Opening Mineola Timeline**

MAY 18TH	MAY 22ND	MAY 23RD	MAY 26TH	MAY 31ST	JUNE 1ST
Child Care Centers	Bars at 25%	Farmers Market	City Hall Lobby & Drive-Thru Payment Window	Day Youth Camps	Garage Sales
Massage & Personal Care, Beauty Services	Restaurants at 50%			Overnight Youth Camps	Municipal Court
Youth Clubs		MAY 25TH		Youth Sports	JUNE 4TH
Retail remains at 25%		Playgrounds			Historical Museum

www.Mineola.com City of Mineola Texas 903-569-6183  
 For Governor's Minimum Health Protocol go to [www.gov.tex.gov/opentexas](http://www.gov.tex.gov/opentexas)

**Performance for Your Post**

**3,225** People Reached

**74** Reactions, Comments & Shares

<b>41</b> Like	<b>20</b> On Post	<b>21</b> On Shares
<b>1</b> Love	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Haha	<b>0</b> On Post	<b>2</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>6</b> Comments	<b>3</b> On Post	<b>3</b> On Shares
<b>23</b> Shares	<b>21</b> On Post	<b>2</b> On Shares

**272** Post Clicks

<b>92</b> Photo Views	<b>1</b> Link Clicks	<b>179</b> 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.

**3,225** People Reached **346** Engagements Boost Post

21 2 Comments 21 Shares

Like Comment Share

## Post Details



**Mineola Texas**

Published by Doris Newman · May 22 at 4:01 PM ·

When you go downtown Mineola to check out the senior portraits you'll see that the lamp posts are even more festive looking today! We want to say a GIANT THANK YOU to Cheryl Wood, owner of Cheryl's Lake Country Florist, for donating the orange and white bows! Additionally, she spent a good couple of hours yesterday evening, with the help her assistant Rose Petrea, putting them up. We are so fortunate to have people like this who make our community such a great place to live! Thank you Cheryl!  
#MHSClassof20, #MineolaTexas

### Get More Likes, Comments and Shares

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

**2,827**

People Reached

**373**

Engagements

Boost Post

Kelly Reaves, WagJack and 114 others

11 Comments 13 Shares

Like

Comment

Share



## Performance for Your Post

**2,827** People Reached

**250** Reactions, Comments & Shares

<b>180</b> Like	<b>101</b> On Post	<b>79</b> On Shares
--------------------	-----------------------	------------------------

<b>41</b> Love	<b>15</b> On Post	<b>26</b> On Shares
-------------------	----------------------	------------------------

<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
-----------------	---------------------	-----------------------

<b>15</b> Comments	<b>11</b> On Post	<b>4</b> On Shares
-----------------------	----------------------	-----------------------

<b>13</b> Shares	<b>13</b> On Post	<b>0</b> On Shares
---------------------	----------------------	-----------------------

**123** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>123</b> 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



Post Details



**Mineola Texas**

Published by Lynn Kitchens · May 20 at 11:53 AM ·

Novada Bigham was honored at Mineola City Council meeting May 18, 2020 as she stepped down as alderwoman representing Ward 3. Mayor Kevin White presented Bigham with a plaque of appreciation for her 22 years of service to the citizens of Mineola. Also attending was State Rep. Cole Hefner who presented Bigham with a certificate and US flag that had flown over the Texas Capitol. Senator Bryan Hughes presented Bigham with a joint resolution from the TX House and Senate and a gavel from the Senate dais. A special cake was served in Bigham's honor. Thank you, Novada Bigham, for your dedicated service to Mineola, TX. #MineolaTexas



**Performance for Your Post**

**2,997** People Reached

**188** Reactions, Comments & Shares

<b>131</b> Like	<b>81</b> On Post	<b>50</b> On Shares
<b>24</b> Love	<b>15</b> On Post	<b>9</b> On Shares
<b>26</b> Comments	<b>24</b> On Post	<b>2</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares

**298** Post Clicks

<b>177</b> Photo Views	<b>0</b> Link Clicks	<b>121</b> Other Clicks
---------------------------	-------------------------	----------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> 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.

**2,997**  
People Reached

**486**  
Engagements

Boost Post

Francois Jackson, Kristia Crump White and 94 others 24 Comments 7 Shares

Like Comment Share

Post Details



**Mineola Texas**

Published by Mercy L. Rushing · May 26 at 6:20 PM ·

Mineola Nature Preserve and Iron Horse Square Playground, Open back to the Public! Thanks to Fidel owner of Mineola Mobile Detail who volunteered his time, and his company to get this done FREE for the City of Mineola, and to give back to our community. He made sure it was professionally Sanitized to keep our Children Safe!



**Get More Likes, Comments and Shares**

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

**2,497**  
People Reached

**390**  
Engagements

Boost Post

Erin Page Henry, Jake Hopps and 58 others

1 Comment 13 Shares

Like

Comment

Share



**Performance for Your Post**

**2,497** People Reached

**105** Reactions, Comments & Shares

**79** Like **54** On Post **25** On Shares

**8** Love **6** On Post **2** On Shares

**4** Comments **2** On Post **2** On Shares

**14** Shares **13** On Post **1** On Shares

**285** Post Clicks

**150** Photo Views **0** Link Clicks **135** 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 · May 22 at 3:53 PM ·

When you go downtown Mineola to check out the senior portraits you'll see that the lamp posts are even more festive looking today! We want to say a GIANT THANK YOU to Cheryl Wood, owner of Cheryl's Lake Country Florist, for donating the orange and white bows! Additionally, she spent a good couple of hours yesterday evening, with the help her assistant Rose Petrea, putting them up. We are so fortunate to have people like this who make our community such a great place to live! Thank you Cheryl!  
#MHSClassof20, #MineolaTexas

#### Get More Likes, Comments and Shares

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

**1,150**

People Reached

**184**

Engagements

Boost Post

WagJack, Terry L. Neel and 52 others

5 Comments 15 Shares

Like

Comment

Share



## Performance for Your Post

**1,150** People Reached

**119** Reactions, Comments & Shares

**70**

Like

**41**

On Post

**29**

On Shares

**21**

Love

**13**

On Post

**8**

On Shares

**13**

Comments

**8**

On Post

**5**

On Shares

**15**

Shares

**15**

On Post

**0**

On Shares

**65** Post Clicks

**0**

Photo Views

**0**

Link Clicks

**65**

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 Main Street Program**

Published by Lynn Kitchens · May 20 at 10:51 AM ·

Note - per GA-23: Retail located within counties where the county judge has filed an attestation form with DSHS confirming five or fewer cases in that county are allowed to go to 50% occupancy BUT Wood County currently has more than five active cases. "Non-essential" retail in Wood County should remain operating at 25% occupancy.



MAY 18TH    MAY 22ND    MAY 23RD    MAY 26TH    MAY 31ST    JUNE 1ST

Child Care Centers	Bars at 25%	Farmers Market	City Hall Lobby & Drive-Thru Payment Window	Day Youth Camps	Garage Sales
Massage & Personal Care, Beauty Services	Restaurants at 50%	Playgrounds		Overnight Youth Camps	Municipal Court
Youth Clubs				Youth Sports	JUNE 4TH
Retail remains at 25%					Historical Museum



**Performance for Your Post**

**486** People Reached

**13** Likes, Comments & Shares

<b>9</b> Likes	<b>7</b> On Post	<b>2</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**12** Post Clicks

<b>7</b> Photo Views	<b>0</b> Link Clicks	<b>5</b> Other Clicks
-------------------------	-------------------------	--------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> 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.

**486** People Reached      **25** Engagements     

Debbie Johnson, Beth McMillan Jagielski and 4 others      4 Shares

Like      Comment      Share

Post Details



**Mineola Main Street Program**

Published by Doris Newman · May 30 at 10:26 AM ·

Farm to table fresh is available to you, right here in Mineola. Come see!  
Open till 1:00.



**Performance for Your Post**

**577** People Reached

**31** Likes, Comments & Shares

<b>25</b> Likes	<b>22</b> On Post	<b>3</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>5</b> On Post	<b>1</b> On Shares

**22** Post Clicks

<b>14</b> Photo Views	<b>0</b> Link Clicks	<b>8</b> Other Clicks
--------------------------	-------------------------	--------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> 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.

**577**  
People Reached

**53**  
Engagements

Boost Post

Pat Patti Bell Tracy, Nancy Stelmach and 20 others

5 Shares

Like

Comment

Share



Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · May 21 at 1:16 PM ·

Opening day is Saturday May 23! #MineolaTexas #MineolaFarmersMarket



Performance for Your Post

2,950 People Reached

104 Reactions, Comments & Shares

63 Like	15 On Post	48 On Shares
9 Love	5 On Post	4 On Shares
8 Comments	5 On Post	3 On Shares
24 Shares	24 On Post	0 On Shares
121 Post Clicks		
63 Photo Views	0 Link Clicks	58 Other Clicks

NEGATIVE FEEDBACK

0 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.

2,950 People Reached

225 Engagements

Boost Post

Skylar Mitchell, Cecilia Ann Anderson and 18 others 3 Comments 24 Shares

Like Comment Share

Post Details



**Mineola Nature Preserve**

Published by Mercy L. Rushing · May 26 at 6:23 PM ·

Mineola Nature Preserve and Iron Horse Square Playground, Open back to the Public! Thanks to Fidel owner of Mineola Mobile Detail who volunteered his time, and his company to get this done FREE for the City of Mineola, and to give back to our community. He made sure it was professionally Sanitized to keep our Children Safe!



**Performance for Your Post**

**1,623** People Reached

**69** Reactions, Comments & Shares

<b>44</b> Like	<b>25</b> On Post	<b>19</b> On Shares
<b>11</b> Love	<b>7</b> On Post	<b>4</b> On Shares
<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
<b>7</b> Comments	<b>0</b> On Post	<b>7</b> On Shares
<b>5</b> Shares	<b>4</b> On Post	<b>1</b> On Shares

**119** Post Clicks

<b>73</b> Photo Views	<b>0</b> Link Clicks	<b>46</b> Other Clicks
--------------------------	-------------------------	---------------------------

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> 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.

**1,623** People Reached      **188** Engagements      [Boost Post](#)

Whitney Neal Hutchins, Skylar Mitchell and 32 others      4 Shares

Like      Comment      Share

Post Details



**Mineola Nature Preserve**

Published by Lynn Kitchens · May 5 ·

City parks in Mineola: Face masks are not required but recommended. Includes Nature Preserve, Peterson Park & Iron Horse Square #MineolaTexas #MineolaStrong #StaySafe

**Concerning parks in Mineola:  
Face masks are NOT required  
but are recommended.  
This includes Nature Preserve,  
Peterson Park and  
Iron Horse Square.**

City of Mineola Texas "Stay Safe - Stay Strong"



**Performance for Your Post**

**1,083** People Reached

**41** Reactions, Comments & Shares

<b>24</b> Like	<b>14</b> On Post	<b>10</b> On Shares
<b>6</b> Love	<b>3</b> On Post	<b>3</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>6</b> Comments	<b>6</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**39** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks	<b>35</b> 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.

**1,083** People Reached      **80** Engagements      [Boost Post](#)

Chelsea Roberts, Margaret Cerrito and 16 others      5 Comments 4 Shares

Like      Comment      Share



Post Details



Mineola Nature Preserve

Published by Lynn Kitchens · May 5 ·

Mineola TX Walmart does not require customers to wear face masks.  
#MineolaTexas #MineolaStrong

**After checking with local management, we can report that Mineola TX Walmart is NOT requiring customers to wear face masks. It is recommended, but not required. Their employees are required but customers are NOT.**

City of Mineola Texas  
#MineolaTexas #MineolaStrong



Performance for Your Post

**1,193** People Reached

**43** Reactions, Comments & Shares

<b>23</b> Like	<b>18</b> On Post	<b>5</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>4</b> Sad	<b>4</b> On Post	<b>0</b> On Shares
<b>1</b> Angry	<b>0</b> On Post	<b>1</b> On Shares
<b>6</b> Comments	<b>3</b> On Post	<b>3</b> On Shares
<b>6</b> Shares	<b>4</b> On Post	<b>2</b> On Shares

**99** Post Clicks

<b>9</b> Photo Views	<b>0</b> Link Clicks	<b>90</b> 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.

**1,193**  
People Reached

**142**  
Engagements

Boost Post

Erika Binder, Holly Roxanne Gill and 21 others

3 Comments 4 Shares

Like

Comment

Share



Post Details



**Mineola Nature Preserve**

Published by Lynn Kitchens · May 13 at 10:13 AM ·

Thank you, Danny Pickens, for sharing your beautiful photography with us! AMAZING! If you are a birdwatcher you must go to the Mineola Nature Preserve. #MineolaNaturePreserve #MineolaTexas #birdwatching



Danny Pickens is at Mineola Nature Preserve.  
May 13 at 10:08 AM · Mineola

Yellow Warbler  
Mineola, Tx

**918** People Reached      **100** Engagements      **Boost Unavailable**

Chad Craddock, Fran Walton Meacham and 40 others · 2 Comments · 4 Shares

Like      Comment      Share

**Performance for Your Post**

**918** People Reached

**54** Reactions, Comments & Shares

**35** Like      **35** On Post      **0** On Shares

**8** Love      **8** On Post      **0** On Shares

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

**5** Comments      **4** On Post      **1** On Shares

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

**46** Post Clicks

**14** Photo Views      **0** Link Clicks      **32** 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 Lynn Kitchens · May 5 ·

Mineola TX Walmart does not require customers to wear face masks.  
#MineolaTexas #MineolaStrong

**After checking with local management, we can report that Mineola TX Walmart is NOT requiring customers to wear face masks. It is recommended, but not required. Their employees are required but customers are NOT.**

City of Mineola Texas  
#MineolaTexas #MineolaStrong



Performance for Your Post

1,376 People Reached

63 Reactions, Comments & Shares

30 Like	14 On Post	16 On Shares
1 Love	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
8 Sad	8 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
13 Comments	11 On Post	2 On Shares
9 Shares	9 On Post	0 On Shares

163 Post Clicks

11 Photo Views	0 Link Clicks	152 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.

1,376  
People Reached

226  
Engagements

Boost Post

24

6 Comments 9 Shares

Like

Comment

Share



Post Details



**Mineola, Tx Historical Museum**

Published by Sharon Carter Chamblee · May 5 ·

#mineolatexas #mineolahistoricalmuseum  
#wewilldoitagain #coronavirus2020



**Performance for Your Post**

**1,086** People Reached

**104** Reactions, Comments & Shares

**75** Like      **35** On Post      **40** On Shares

**16** Love      **7** On Post      **9** On Shares

**3** Comments      **0** On Post      **3** On Shares

**10** Shares      **9** On Post      **1** On Shares

**28** Post Clicks

**5** 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

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

**1,086**  
People Reached

**132**  
Engagements

Boost Post

Angela Logan Thompson, Scott Murphy-Weaver and 40 others      9 Shares

Like      Comment      Share

Post Details



Mineola, Tx Historical Museum

Published by Lynn Kitchens · May 12 at 11:53 AM ·

Have you been cleaning a lot while you are staying home and now need a place to dump that trash? City of Mineola is providing free trash dumpster at Public Works building for City residential utility customers - starting Saturday, May 16 -- See details. #MineolaTexas #MineolaStrong #KeepMineolaClean

Performance for Your Post

1,185 People Reached

40 Reactions, Comments & Shares

20 Like, 5 On Post, 15 On Shares

1 Love, 1 On Post, 0 On Shares

2 Comments, 0 On Post, 2 On Shares

17 Shares, 17 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

CITY OF MINEOLA is providing **FREE SPECIAL DUMPSTERS**

During this time of Coronavirus, City of Mineola wants to help its citizens keep our community clean. Free dump service available for a limited time.

**Saturdays: May 16, May 30, June 6, 13, 20, 27.**  
**8:00 AM - 1:00 PM**  
 (Or until Dumpsters are full.)  
 (Note: Will be closed May 23)



**Public Works Dept.**  
**1824 N Pacific St.**

Dumpsters are available **FREE** for Mineola residential utility customers **only**. Bring your current Mineola water bill and drivers license or ID.

*No commercial construction debris.  
 No mattresses, tires, batteries, paint, refrigerants, petroleum products or shingles.*

For more info contact Public Works at 903-569-2535

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

1,185 People Reached, 71 Engagements, Boost Post

Linda Connell, Jayne LanKford and 4 others, 17 Shares

Like, Comment, Share, [Profile Icon]

Post Details



**Iron Horse Square**

Published by Lynn Kitchens · May 5 ·

Mineola TX Walmart does not require customers to wear face masks.  
#MineolaTexas #MineolaStrong

**After checking with local management, we can report that Mineola TX Walmart is NOT requiring customers to wear face masks. It is recommended, but not required. Their employees are required but customers are NOT.**

City of Mineola Texas  
#MineolaTexas #MineolaStrong



**Performance for Your Post**

**2,014** People Reached

**108** Reactions, Comments & Shares

<b>57</b> Like	<b>25</b> On Post	<b>32</b> On Shares
<b>3</b> Love	<b>3</b> On Post	<b>0</b> On Shares
<b>1</b> Haha	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Wow	<b>1</b> On Post	<b>1</b> On Shares
<b>8</b> Sad	<b>3</b> On Post	<b>5</b> On Shares
<b>1</b> Angry	<b>0</b> On Post	<b>1</b> On Shares
<b>11</b> Comments	<b>5</b> On Post	<b>6</b> On Shares
<b>26</b> Shares	<b>25</b> On Post	<b>1</b> On Shares

**191** Post Clicks

<b>15</b> Photo Views	<b>0</b> Link Clicks	<b>176</b> 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.

**2,014**  
People Reached

**299**  
Engagements

Boost Post

31

3 Comments 25 Shares

Like

Comment

Share



Post Details



**Iron Horse Square**

Published by Lynn Kitchens · May 22 at 11:31 AM ·

Updated Opening Mineola Timeline Note: Playgrounds open May 25  
#MineolaTexas #MineolaStrong

MAY 18TH	MAY 22ND	MAY 23RD	MAY 26TH	MAY 31ST	JUNE 1ST
Child Care Centers	Bars at 25%	Farmers Market	City Hall Lobby & Drive-Thru Payment Window	Day Youth Camps	Garage Sales
Massage & Personal Care, Beauty Services	Restaurants at 50%			Overnight Youth Camps	Municipal Court
Youth Clubs		MAY 25TH		Youth Sports	JUNE 4TH
Retail remains at 25%		Playgrounds			Historical Museum

www.Mineola.com City of Mineola Texas 903-569-6183  
For Governor's Minimum Health Protocol go to [www.gov.tex.gov/opentexas](http://www.gov.tex.gov/opentexas)

**Performance for Your Post**

**1,704** People Reached

**30** Likes, Comments & Shares

**23** Likes      **8** On Post      **15** On Shares

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

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

**47** Post Clicks

**30** 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.

**1,704**  
People Reached

**77**  
Engagements

Boost Post

Holly Roxanne Gill, Skylar Mitchell and 6 others

7 Shares

Like

Comment

Share



Post Details



**Iron Horse Square**

Published by Doris Newman · May 26 at 11:27 AM ·

This photo was snapped by an alert young person on May 19 just before noon and we're grateful their family shared it with us! We love the composition of the real commemorative Katy engine behind the train cut-out at Iron Horse Square! Iron Horse Square is located on the site of the old "Katy" railroad.



**Get More Likes, Comments and Shares**

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

**1,623**

People Reached

**294**

Engagements

Boost Post

Aaron Stanfill, Mary Hall-Benbrook and 76 others

6 Comments 9 Shares

Like

Comment

Share



**Performance for Your Post**

**1,623** People Reached

**140** Reactions, Comments & Shares

<b>99</b> Like	<b>60</b> On Post	<b>39</b> On Shares
<b>21</b> Love	<b>16</b> On Post	<b>5</b> On Shares
<b>4</b> Wow	<b>3</b> On Post	<b>1</b> On Shares
<b>7</b> Comments	<b>7</b> On Post	<b>0</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares
<b>154</b> Post Clicks		
<b>46</b> Photo Views	<b>0</b> Link Clicks	<b>108</b> 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



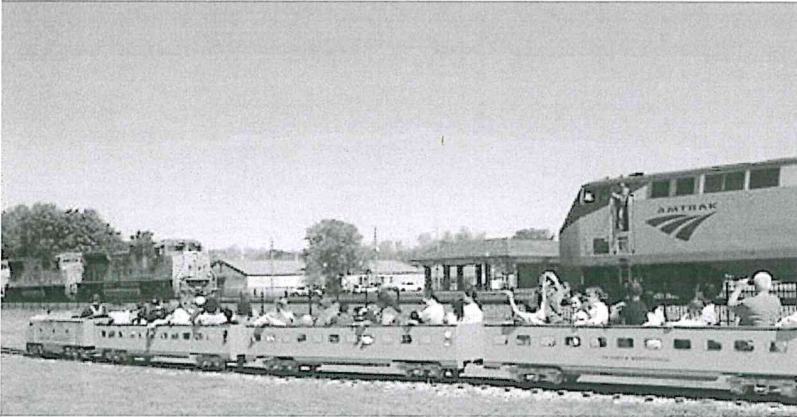
Post Details



**Iron Horse Square**

Published by Lynn Kitchens · May 12 at 11:54 AM ·

Have you been cleaning a lot while you are staying home and now need a place to dump that trash? City of Mineola is providing free trash dumpster at Public Works building for City residential utility customers - starting Saturday, May 16 -- See details. #MineolaTexas #MineolaStrong #KeepMineolaClean



**Iron Horse Square**

Nonprofit Organization

Send Message

**Get More Likes, Comments and Shares**

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

**1,380**

People Reached

**97**

Engagements

Boost Post

Dylan Maccowell, Justin Bamberg and 13 others

1 Comment 10 Shares

Like

Comment

Share



**Performance for Your Post**

**1,380** People Reached

**33** Reactions, Comments & Shares

<b>20</b>	<b>14</b>	<b>6</b>
Like	On Post	On Shares

<b>1</b>	<b>1</b>	<b>0</b>
Love	On Post	On Shares

<b>2</b>	<b>1</b>	<b>1</b>
Comments	On Post	On Shares

<b>10</b>	<b>10</b>	<b>0</b>
Shares	On Post	On Shares

**64** Post Clicks

<b>6</b>	<b>0</b>	<b>58</b>
Photo Views	Link Clicks	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 Lynn Kitchens · May 11 at 1:10 PM ·

Mineola Farmers Market opens Saturday, May 23rd from 8AM - 1PM at the pavilion next to The Depot on Front Street. #MineolaTexas #MineolaFarmersMarket #CantYouJustTastelt



Performance for Your Post

**4,291** People Reached

**193** Reactions, Comments & Shares

<b>117</b> Like	<b>13</b> On Post	<b>104</b> On Shares
<b>17</b> Love	<b>3</b> On Post	<b>14</b> On Shares
<b>7</b> Comments	<b>0</b> On Post	<b>7</b> On Shares
<b>52</b> Shares	<b>50</b> On Post	<b>2</b> On Shares
<b>80</b> Post Clicks		
<b>18</b> Photo Views	<b>1</b> Link Clicks	<b>61</b> Other Clicks

NEGATIVE FEEDBACK

- 3** 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.

**4,291**  
People Reached

**273**  
Engagements

Boost Post

Gwen Burris, Doris Newman and 14 others

50 Shares

Like

Comment

Share



Post Details



**Mineola Farmers Market**

Published by Lynn Kitchens · May 21 at 1:14 PM ·

Opening day is Saturday May 23! #MineolaTexas #MineolaFarmersMarket



Performance for Your Post

**384** People Reached

**29** Reactions, Comments & Shares

<b>17</b> Like	<b>14</b> On Post	<b>3</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Sad	<b>1</b> On Post	<b>0</b> On Shares
<b>6</b> Comments	<b>6</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares

**22** Post Clicks

<b>8</b> Photo Views	<b>0</b> Link Clicks	<b>14</b> Other Clicks
-------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

- 0** 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.

**384** People Reached      **51** Engagements     

Joni Frank, Nancy Stelmach and 14 others      3 Comments 2 Shares

Like      Comment      Share

Post Details



**Mineola Farmers Market**

Published by Doris Newman · May 23 at 8:39 AM ·

Come see all the goodies available!!!



**Performance for Your Post**

**1,980** People Reached

**114** Reactions, Comments & Shares

<b>92</b> Like	<b>24</b> On Post	<b>68</b> On Shares
<b>4</b> Love	<b>2</b> On Post	<b>2</b> On Shares
<b>1</b> Haha	<b>0</b> On Post	<b>1</b> On Shares
<b>8</b> Comments	<b>5</b> On Post	<b>3</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares
<b>155</b> Post Clicks		
<b>79</b> Photo Views	<b>0</b> Link Clicks	<b>76</b> 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.

**1,980**  
People Reached

**269**  
Engagements

Boost Post

Terry Xenias, Beth Durdin Hill and 24 others

2 Comments 9 Shares

Like

Comment

Share

