

Marketing Department Report for City Council

SEPTEMBER 2020

By Lynn Kitchens

COVID-19 continues. Precautions and safe health protocols keep most events and marketing opportunities canceled or postponed. Online meetings and webinars have become the normal.

- Work continues on the Online Merchandise Store – I continued working on an on-line store for the City's website. The store will allow the Main Street Program to sell and ship their commemorative throw, similar to the one that was done a few years ago. Since normal channels for selling the throw (festivals, events, etc.) are not going to be available for some time, selling the throws on the city website is a nice alternative and can reach customers from all over. An online store on the website will allow customers to order and pay for the souvenir throw right on the website for convenience. The online store will be using the Square account that Main Street already has and uses for sales at festivals and at the mini train. I have begun developing the store for sale of the throw and the ceramic pottery that was created by Les Mitchell for Landmark Commission. In the future, other souvenirs and tee shirts can be added as needed for a complete online store for the City of Mineola. Another feature is a donation section that will allow donations to City of Mineola, Main Street Program, Nature Preserve, Landmark Commission, Animal Shelter, Police Department, Fire Department, Historical Museum and Depot, and Dog Park – all to be made on the site. The online store should launch in late October.
- Farmers Market- Main Street Farmers Market drew lots of attention on Facebook and became a bright spot as summer began to wind down. I tried to draw interest with colorful photos, animation and slide shows and boosted posts as ads to draw attention to event. Some of these were the most popular posts on Facebook.
- Marketing Advisory Board did not meet in September.
- Jackets Football Facebook streaming sponsorship - Plans were started for a Mineola commercial that will run during the live streaming of the Mineola Yellow Jackets varsity football game on Oct. 16. As sponsor for the live stream, several one minute and 30-second commercials for Mineola will run during the event. The commercial is being produced by Chad Parrish of Creative Edge Marketing, located here in Mineola. Doris Newman and I began putting together our best still shots and provided some video. Other shots and video will be provided by Parrish. The video commercial will be the property of City of Mineola and can be used to promote Mineola as needed.
- Other events promoted - Other events promoted throughout September included Junk In The Trunk on Sept. 19, Iron Horse 5K Fun Run on Sept. 26, Downtown Mineola Pub Crawl on Sept. 26, and Homecoming on Oct. 2.
- **Ongoing:**
 - 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 broken ones as needed.
 - Posting daily and weekly posts to six City Facebook pages concerning Mineola activities and news. Searching and replying to comments and notifications from followers. Keeping it fresh.
 - 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.
 - Monitoring analytics for Facebook posts to gauge activity and feedback.
 - Assisting staff when and where needed with projects and programs
- **Meetings Attended:**
 - City Council Meeting - Sept 21- Regular Meeting

MINEOLA TEXAS page **As of 9/30/2020** **10,863 Followers** **10,887 Likes** **Page Reach 25,782**
 31 Increase from last month 26 Increase from last month

Attention: Phone Scam
 Posted Sept 8 2020
 Reached 7,832
 580 Engagements

City Hires Tina Wade
 Posted Sept 25 2020
 Reached 3,618
 664 Engagements

City Hires Lisa Morrison
 Posted Sept 25 2020
 Reached 3,469
 556 Engagements

Mayor White Proclaims Constitution Week
 Posted Sept 16 2020
 Reached 3,360
 562 Engagements

Gov. Abbott Calls for Moment of Silence
 Posted Sept 10 2020
 Reached 3,131
 230 Engagements

MINEOLA MAIN STREET page **As of 9/30/2020** **1,583 Followers** **1,570 Likes** **Page Reach 1,980**
 5 Increase from last month 5 Increase from last month

Clean Windows Are Important
 Posted Sept 15 2020
 Reached 1,284
 132 Engagements

Reminder: Surveyors Are Back In Town
 Posted Sept 9 2020
 Reached 420
 18 Engagements

Mineola Makes Finalist In Texas Downtown Association's Best New Construction
 Posted Sept 9 2020
 Reached 125
 14 Engagements

MINEOLA NATURE PRESERVE page **As of 9/30/2020** **6,509 Followers** **6,529 Likes** **Page Reach 29,524**
 30 Increase from last month 25 Increase from last month

Thank you! We're Glad You're Happy With Nature Preserve
 Posted Sept 9 2020
 Reached 1,143
 116 Engagements

Mineola Ministerial Alliance Feeds First Responders
 Posted Sept 11 2020
 Reached 896
 65 Engagements

Are You Brave Enough To Ride? Midnight Ride
 Posted Sept 23 2020
 Reached 798
 116 Engagements

Beautiful Autumn Has Arrived
 Posted Sept 18 2020
 Reached 608
 52 Engagements

MINEOLA, TX HISTORICAL MUSEUM page As of 9/30/2020 **1,869 Followers** **1,877 Likes** **Page Reach 1,203**
9 Increase from last month **9 Increase from last month**

Mineola Ministerial Alliance Feed First Responders
 Posted Sept 11 2020
 Reached 583
 83 Engagements

Loading Dock Is Decorated For Fall
 Posted Sept 17 2020
 Reached 344
 80 Engagements

Come Out To Mineola, TX And Enjoy Our Nature Preserve
 Posted Sept 9 2020
 Reached 109
 6 Engagements

IRON HORSE SQUARE page As of 9/30/2020 **1,002 Followers** **979 Likes** **Page Reach 1,959**
3 Increase from last month **2 Increase from last month**

Progress Being Made On More Improvements
 Posted Sept 1 2020
 Reached 1,458
 228 Engagements

Beautiful! Autumn Has Arrived On the Loading Docks
 Posted Sept 18
 Reached 136
 18 Engagements

FARMERS MARKET page As of 9/30/2020 **1,435 Followers** **1,405 Likes** **Page Reach 3,019**
29 Increase from last month **27 Increase from last month**

Look For Exciting Additions To the Mineola Farmers Market
 Posted Sept 25 2020
 Reached 1,064
 152 Engagements

Saturday is Farmers Market Day
 Posted Sept 5 2020
 Reached 1,008
 70 Engagements

Historical Surveyors Alex Borger and Liz Boyer In Town
 Posted Sept 9 2020
 Reached 861
 61 Engagements

Total Reach for Six City Pages 63,467

Post Details

1D:3607320635964933

CJ Mineola Texas
September 8 ·

ATTENTION! There is a phone scam circulating now, where a recorded message will tell you that your Social Security account has been frozen and will ask you to press a number to speak to someone about your account. THIS IS A SCAM. DO NOT PRESS ANY NUMBERS. This will give the caller access to your phone information. PLEASE warn others, especially elderly, as they may be used to verifying things like prescriptions or doctors office visits by pressing numbers and will be certain! ... See More

**Social Security Administration will NOT call you about a frozen account. HANG UP!
Do not press any number.**



CJ View Post on Facebook

👍👎🗨️ 15

9 Comments 166 Shares

7,832

People Reached

0% from boosted posts

7,832 Organic 0 Paid

580

Post Engagements

103 Reactions 50 Comments

17 On Post 9 On Post

86 On Shares 41 On Shares

166 Shares 261 Clicks

166 On Post 52 Photo Clicks

0 On Shares 1 Link Clicks

0 Clicks to Play

208 Other Clicks

3

Negative Feedback

3 Unique

Insights activity is reported in Pacific time zone. Ad activity is reported in

Post Details

X

ID:3659215320775464



Mineola Texas

September 25 at 9:00 AM · 1 · 0

...

The City of Mineola is happy to welcome Tina Wade as our new customer service/ utility billing clerk. Tina is a long-time Mineola resident and comes with years of experience in management and customer service. We are excited to have Tina join the team at City Hall. #MineolaTexas



View Post on Facebook

3,618

People Reached

0% from boosted posts

3,618 Organic 0 Paid

664

Post Engagements

297 Reactions 56 Comments

196 On Post 35 On Post

101 On Shares 21 On Shares

4 Shares 307 Clicks

4 On Post 50 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

257 Other Clicks

1

Negative Feedback

1 Unique

105

256

101

56

Post Details

ID: 3662448537118809

CJ Mineola Texas

September 25 at 9:30 AM · 0

The City of Mineola is happy to i.,velcome Lisa Morrison as our new court clerk/ assistant city secretary. Lisa comes v,1ith 10 years of experience in municipal government operations plus over 25 years in non-profit and business management and customer service. We are: excited to have Lisa join the team at City Hall. #MineolaTexas



[View Post on Facebook](#)

3,439

People Reached ○

0% from boosted posts

3,439 Organic **0** Paid

556

Post Engagements ○

260 Reactions **39** Comments

98 On Post 9 On Post

162 On Shares 30 On Shares

7 Shares **250** Clicks

7 On Post 24 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

226 Other Clicks

2

Negative Feedback ○

2 Unique

€ Mineola Texas

September 16 at 5:05 PM · "

Mayor Kevin White proclaimed September 17-23 as Constitution Week in Mineola Monday during a special City Council meeting. The week is observed to "reaffirm the ideals of the Framers of the Constitution in 1787 by vigilantly pmtecting the freedoms guaranteed to us through this guardian of our liberties." Daughters of the American Revolution representatives, Ellen Jackson (accepting proclamation) and Vera Spencer and Karen Pilgrim were present for the observance of the 233r...

See More



[View Post on Facebook](#)

81

In rnrnrnontc Q Chice

3,360

People Reached

0% from boosted posts

3,360 Organic 0 Paid

562

Post Engagements

144 Reactions **44 Comments**

83 On Post 10 On Post

61 On Shares 34 On Shares

8 Shares **366 Clicks**

8 On Post 153 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

213 Other Clicks

2

Negative Feedback

2 Unique

Post Details

ID:3614284088601921

E} Mineola Texas
September 10 · 0



AUSTIN - Governor Greg Abbott today issued a statewide call for all Texans to observe a moment of silence at 7:46 AM CDT (8:46 AM EDT) tomorrow, September 11, 2020, to honor and remember the victims of the terror attacks that occurred on September 11, 2001 in New York, Pennsylvania, and Washington, D.C. The Governor has also order-ed Texas flags acmss the state to be lmver-ed to half-staff. #MineolaTexas



89

38 Shares

Like

Comment

Share



View Post on Facebook

89

38 Shares

3,131

People Reached

0% from boosted posts

3,131 Organic 0 Paid

230

Post Engagements

155 Reactions 1 Comment

90 On Post 0 On Post

65 On Shares 1 On Shares

40 Shares 34 Clicks

38 On Post 7 Photo Clicks

2 On Shares 0 Link Clicks

0 Clicks to Play

27 Other Clicks

1

Negative Feedback

1 Unique

Post Details

X

ID: 3479817395414118



Mineola Main Street Program

September 15 at 2:59 PM · 🌐

Clean windows are extr-emely important to your business and even a downtown! This is a somewhat obvious but sometimes overlooked aspect of appealing to customer-s. Take a step out your- door and check out haw passersby see your business. Do your v,;indows make you want to walk in your door? Main Street wants all of our businesses to be successful, and we are very happy to see The Watt House keeping things sparkling clean!



[G View Post on Facebook](#)

1,284

People Reached

0% from boosted posts

1,284 Organic Paid

132

Post Engagements

65 Reactions 3 Comments

13 On Post 0 On Post

52 On Shares 3 On Shares

6 Shares 58 Clicks

6 On Post 35 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

23 Other Clicks

0

Negative Feedback

0 Unique

Post Details

ID:3458364044226120

X



Mineola Main Street Program

September 9 - 9:00 AM



This is a reminder that surveyors Alex Borger and Liz Boyer of Mead & Hunt in Austin are in town today and will be working here through Friday. They will be taking multiple photographs of buildings, including houses, in our city for a Historic Resources Survey. They're easy to spot in their fluorescent vests but please be watchful for their safety as they take their photos from public right-of-ways. Please share to help your neighbors know.



[View Post on Facebook](#)

420

People Reached

0% from boosted posts

420 Organic 0 Paid

18

Post Engagements

7 Reactions 0 Comment

3 On Post 0 On Post

4 On Shares 0 On Shares

4 Shares 7 Clicks

4 On Post 6 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

1 Other Clicks

0

Negative Feedback

0 Unique

Post Details



Mineola Main Street Program

Published by Lynn Kitchens, September 4

Mineola makes finalists in new construction category for Tommy Warren's new building located in Main Street Historic District! Congratulations and good luck for the final award by Texas Downtown Association! #MineolaTexas

Pa. Geddie GUEST
September 4

Congratulations to our Upper East Side of Texas finalists and all the wonderful towns across the state.



COUNTYLINEMAGAZINE.COM

TOA Announces Award Finalists

Congratulations to the Upper East Side of Texas towns and others...

125 People Reached

14 Engagements

Boost Unavailable

Pa. Geddie

1 Share

Like

Comment

Share



Performance for Your Post

125 People Reached

2 Likes, Comments & Shares

1 Like

1 On Post

10 On Shares

0 Comments

0 On Post

0 On Shares

1 Shares

1 On Post

0 On Shares

12 Post Clicks

0 Photo Views

6 Link Clicks

6 Other Clicks

NEGATIVE FEEDBACK

1 Hide From

0 Hide; All Posts

0 Reported as Spam

0 Like; Page

Reported stats may be delayed from what appears on posts

ID:3676857255659342



Mineola Nature Preserve

September 9 · 0



Thank you! We are glad your- happy with our Nature-e Preserve!



Jan Reynolds Brown recommends Mineola Nature Preserve.

August 21 · 0

The beautiful equine trails_ The trails are \Nell maintained and have so many options. It is like going to a ne1,v place everytime we ride_



[View Post on Facebook](#)

1,143

People Reached

0% from boosted posts

1,143 Organic 0 Paid

116

Post Engagements

42 Reactions 5 Comments

42 On Post 5 On Post

0 On Shares 0 On Shares

5 Shares 64 Clicks

5 On Post 21 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

43 Other Clicks

1

Negative Feedback

1 Unique

Post Details

X

ID:3682341855770882

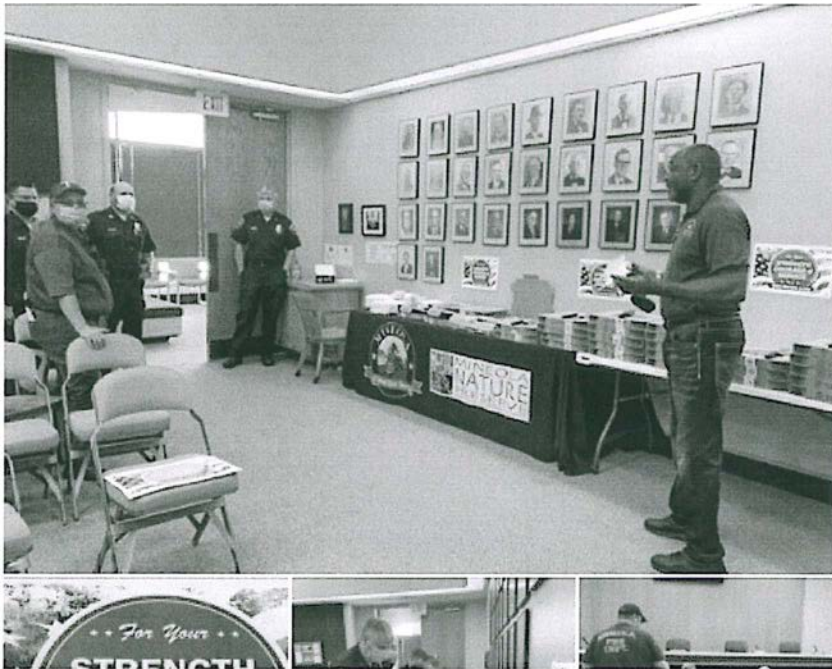


Mineola Nature Preserve

September 11 · G,

...

Happening right now..... Mineola Ministerial Alliance is feeding Mineola first responders a lunch of pizza and pasta from Pizza Hut (special thanks for the discount) in honor of their service to the community. Pastor Demetrius Boyd blessed the food and thanked the departments for their strength, courage, and many sacrifices made in their service to Mineola.
#MineolaStrong #MineolaTexas #neve1orget



Cl View Post on Facebook

896

People Reached

0% from boosted posts

896 Organic Paid

65

Post Engagements

26 Reactions Comment

19 On Post On Post

7 On Shares On Shares

3 Shares 36 Clicks

3 On Post 21 Photo Clicks

a On Shares Link Clicks

a Clicks to Play

15 Other Clicks

2

Negative Feedback

1 Unique

Post Details

X

ID:3721845731160494



Mineola Nature Preserve

September 23 at 4:51 PM · "

...

Are you brave enough to ride???? Midnight ride on Halloween night at Mineola Nature Preserve Greer Hill Trails. 6 PM til 8 AM Nov. 1. See event at <https://www.facebook.com/events/299238818040140/>



SAT, OCT 31 - NOV 1

Halloween Full Moon Night Bike Ride

Mineola

Steve, Kim and 3 friends

* Interested ▾

👍 20

4 Comments 1 Share

👍 Like

💬 Comment

📄 Share



[J] View Post on Facebook

798

People Reached ○

0% from boosted posts

798 Organic

0 Paid

116

Post Engagements ○

20 Reactions

5 Comments

20 On Post

4 On Post

0 On Shares

1 On Shares

1 Share

90 Clicks

1 On Post

0 Photo Clicks

0 On Shares

37 Link Clicks

0 Clicks to Play

53 Other Clicks

0

Negative Feedback ○

0 Unique

Post Details

X

1D:3705286766749724



Mineola Nature Preserve

September 18 at 2:40 P.M. · "

...

BEAUTIFUL!!! Autumn has arrived on the loading docks behind Mineola Historical Museum. Drive around back for a touch of Fall. Thank you Sharon Chamblee and museum staff for a great job decorating. #MineolaTexas #fallisintheair



608

People Reached o

0% from boosted posts

608 Organic 0 Paid

52

Post Engagements o

6 Reactions 1 Comment

6 On Post 1 On Post

0 On Shares 0 On Shares

0 Share 45 Clicks

0 On Post 32 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

13 Other Clicks

1

Negative Feedback o

1 Unique

Sharon Carter Chamblee

View Post on Facebook

Post Details

X

ID:10159182377132856

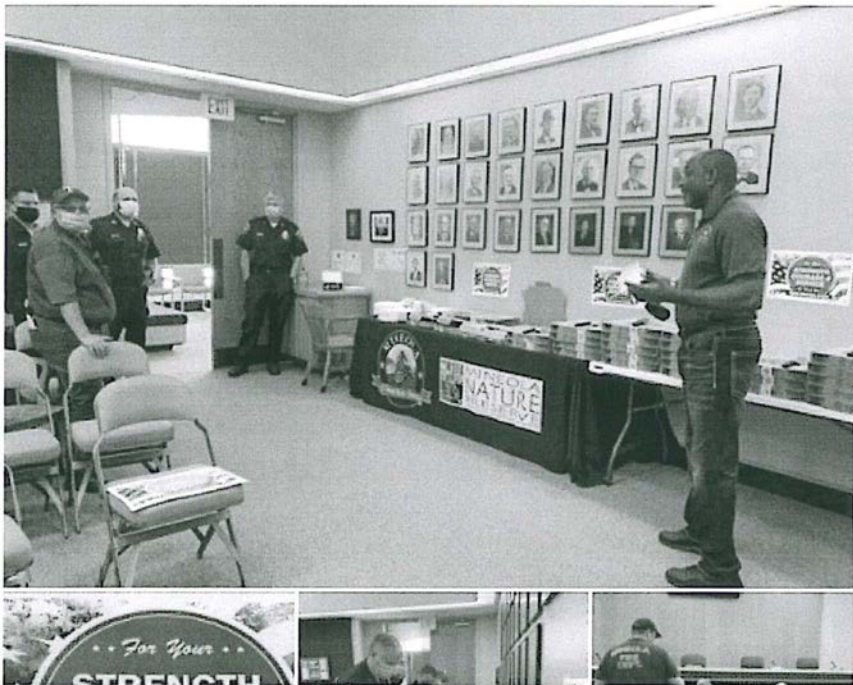


Mineola, Tx Historical Museum

September 11 · 0



Happening right now..... Mineola Ministerial Alliance is feeding Mineola first responders a lunch of pizza and pasta from Pizza Hut (special thanks for the discount) in honor of their service to the community. Pastor Demetrius Boyd blessed the food and thanked the departments for their strength, courage, and many sacrifices made in their service to Mineola.
 #MineolaStrong #IVlineolaTexas #neverforget



[View Post on Facebook](#)

583

People Reached

0% from boosted posts

583 Organic 0 Paid

83

Post Engagements

38 Reactions **6 Comments**

26 On Post 2 On Post

12 On Shares 4 On Shares

3 Shares **36 Clicks**

3 On Post 23 Photo Clicks

0 On Shares 0 Unk Clicks

0 Clicks to Play

13 Other Clicks

0

Negative Feedback

0 Unique



Mineola, Tx Historical Museum

September 17 at 6:25 PM · 🌐



Sharon Carter Chamblee

September 17 at 6:24 PM · 📍

The museum dock is decorated for- Fall,
It doesn't require anyone to wear a mask at all.
Just drive by and look from afar,
And enjoy our scene from your car.... [See More](#)

📍 [View Post on Facebook](#)

344

People Reached ○

0% from boosted posts

344 Organic 0 Paid

80

Post Engagements ○

29 Reactions **4 Comments**

29 On Post 4 On Post

0 On Shares 0 On Shares

10 Shares **37 Clicks**

10 On Post 30 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

7 Other Clicks

0

Negative Feedback ○

0 Unique

Post Details

X

ID:10159176674827856



Mineola, Tx Historical Museum



September 9 · 0

Come out to Mineola TX and enjoy our Nature Preserve Open 7 days a week from 8 till dark. Lots to see, do and explore all courtesy of the City of Mineola!



WILDLIFE SANCTUARY • 6,550 LIKES

Mineola Nature Preserve

Sherry Clements Vann and 4 others

Like

Comment

Share



View Post on Facebook

05

109

People Reached

0% from boosted posts

109 Organic 0 Paid

6

Post Engagements

5 Reactions 0 Comment

5 On Post 0 On Post

0 On Shares 0 On Shares

0 Share 1 Click

0 On Post 0 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

1 Other Clicks

0


Negative Feedback

0 Unique

Post Details

X

ID:1036399540150307

 **Iron Horse Square**
September 1 · 0

...

Progress is being made on more improvements at Iron Horse Square! The cement was poured Friday for what will be a cover-ed mini train loading depot on the east end of the railroad tracks. Also, Friday's pour included a pad that will be a Little Reading Library. More improvements coming soon!



  23

4 Comments 9 Shares

 Like

 Comment

 Share



[\[\] View Post on Facebook](#)

1,458

People Reached

0% from boosted posts

1,458 Organic  Paid

228

Post Engagements

77 Reactions

10 Comments

24 On Post

4 On Post

53 On Shares

6 On Shares

12 Shares

129 Clicks

9 On Post

0 Photo Clicks

3 On Shares

2 Link Clicks

22 Clicks to Play

105 Other Clicks

0

Negative Feedback

Post Details

X

ID:1050002198790041

Iron Horse Square

(September 18 at 2:40 PM · a ...

BEAUTIFUL!!! Autumn has arrived on the loading docks behind Mineola Historical Museum. Drive around back for a touch of Fall. Thank you Sharon Chamblee and museum staff for a great job decorating. #MineolaTexas #fallisintheair



Sharon Carter Chamblee

[View Post on Facebook](#)

136

People Reached

0% from boosted posts

136 Organic Paid

18

Post Engagements

2 Reactions Comment

2 On Post On Post

0 On Shares On Shares

4 Shares 12 Clicks

4 On Post 10 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

2 Other Clicks

0

Negative Feedback

0 Unique

Post Details

X

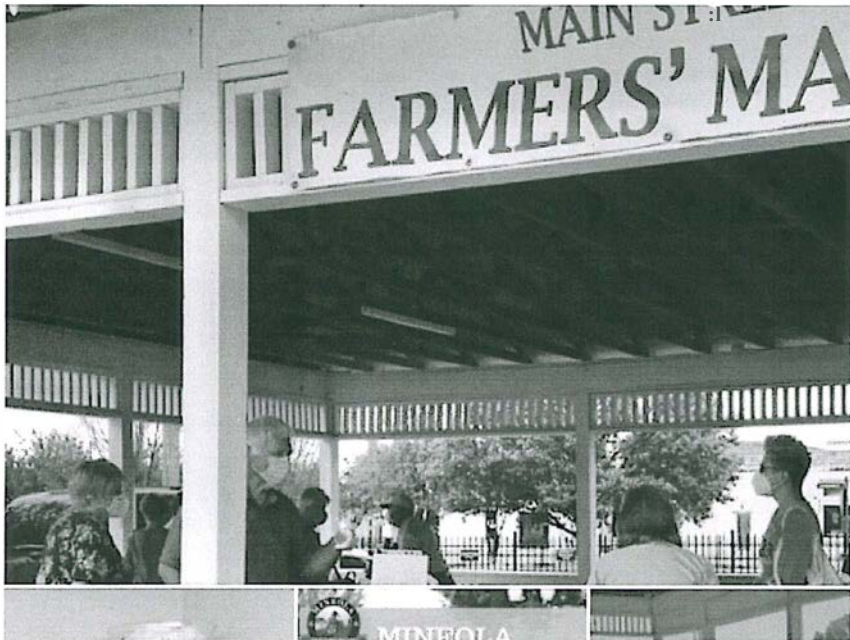
ID:2926337067467812



Mineola Farmers Market

September 25 at 3:23 PM ·

Look for exciting additions to the Mineola Farmers Market on Sat. Sept. 26th. Handcrafted items including jewelry; fresh breads and other baked goods, including cupcakes, caramel apple macarons; apple, peach and pumpkin butters and a large selection of reduced sugar jams. Also come for some late season produce like okra, collards, and kale. There'll be pickles, candy, fresh basil pesto and salt free spices. Don't forget, the market will remain open each Saturday until Novembe... **See More**



[View Post on Facebook](#)

1,064

People Reached o

0% from boosted posts

1,064 Organic 0 Paid

152

Post Engagements o

30 Reactions **4 Comments**

16 On Post 4 On Post

14 On Shares 0 On Shares

10 Shares **108 Clicks**

10 On Post 76 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

32 Other Clicks

0

Negative Feedback o

0 Unique

Post Details

X

ID:2862557703846409



Mineola Farmers Market

September 5 · (-, ...

Saturday is Fanners Market day! Depot Pavilion Downtown Mineola from 8 AM - 1 PM. Look fm locally grown produce and goods on Saturday to include yellow squash, okra, kale, collards, pumpkin butter-, apple butter, peach butter, honey and pickles. Also baked goods from cinnamon rolls, cookies, cup cakes, and yeast bread. YUM!! #mineolafarmersrna1-ket #ShopMineola #shoplocal



CJ View Post on Facebook

1,008

People Reached o

0% from boosted posts

1,008 Organic 0 Paid

70

Post Engagements o

23 Reactions 1 Comment

12 On Post 1 On Post

11 On Shares 0 On Shares

6 Shares 40 Clicks

5 On Post 30 Photo Clicks

1 On Shares 0 Link Clicks

0 Clicks to Play

10 Other Clicks

0

Negative Feedback o

0 Unique

Post Details

ID:2876427855792067

X



Mineola Farmers Market

September 9 · 0

Surveyors Alex Borger and Liz Boyer of Mead & Hunt in Austin are in town and will be working here through Friday. They will be taking multiple photographs of buildings, including houses in neighborhoods, in our city for a Historic Resources Survey. They're easy to spot in their fluorescent vests but please be watchful for their safety as they take their photos from public right-of-ways. Please share to help your neighbors know.



[View Post on Facebook](#)

861

People Reached

0% from boosted posts

861 Organic 0 Paid

61

Post Engagements

19 Reactions 1 Comment

10 On Post 0 On Post

9 On Shares 1 On Shares

5 Shares 36 Clicks

5 On Post 9 Photo Clicks

0 On Shares 0 Link Clicks

0 Clicks to Play

27 Other Clicks

0

Negative Feedback

0 Unique