

# Marketing Department Report for City Council

July 2021

By Owen Tiner

**Facebook Statistics:** Statistics for the month of July 2021 reflect high interest in our traditional summer events like the Rodeo and Fireworks. Post clicks, shares, and comments have been up and continued engagement through other group shares and pages is bringing more each week. The Mineola, TX page and the Nature Preserve page specifically have had the most engagement.

## Marketing Opportunities:

- *Throughout July* – New Twitter account up (@txmineola) and running.
- *County Line Magazine* – July and August ad approved for County Line Magazine per annual contract. Ad focuses on the Nature Preserve and ongoing things currently in place for the season like the farmers market and mini train rides.
- *Presented to WCEDC Grant Committee* – July 7<sup>th</sup> – I presented an opportunity to the WCEDC for a 2/3 page ad in the 2022 Texas State Travel Guide. The proposal features an ad that includes the nature preserve and Lake Fork and suggests that the ad cost will be split between the grant (from Wood County HOT funds) and MEDC.
- *Tourtexas.com destination spot approved and uploads have begun* – **Tourtexas.com/destinations/mineola** has the first page up and will be adding 4 more. Tourtexas.com is a supplement of the Texas State Travel Guide (AJR Media) but all online and allows us to track visitors, send brochures when requested, and provide more detailed information about Mineola, our events, attractions and businesses. This is different from our city website in that it focuses entirely on tourism. This will be for one year starting August 1.
- *Rodeo* – Most successful Rodeo in its history.
- *Fireworks* – Reviews were positive and well attended at the Civic Center.
- *Kiwanis* – Spoke to the Mineola Kiwanis Club on July 13 about the marketing and tourism position, vision, philosophy and plans for future endeavors. Specifically the GoldStars Tribute Wall event on the first weekend in August.
- *GoldStars Tribute Wall Event* – Posters are up in businesses downtown and beyond and I spoke with many of them in regards to the expectation we have for visitors that
- *Skate Day* – July 20 saw the first annual Skate Day organized by the Flint and Steel Coalition at the St. Paul Community Skate Park. Vendors, representatives of various organizations, volunteers, musicians, and skaters from Mineola and the surrounding area pulled together and created a day with opportunities to showcase the park, raise some funds, create awareness for Flint and Steel and make new friends. Plans already in the works for another similar event.
- *Disc Golf Tournament* – July 24 – Cedar Creek Disc Golf put on The Showdown at the Preserve. This tournament was completely full, well attended and a success by all accounts. We'll use this event as a tool in learning to put on our own tournament.

## Ongoing:

- Updating of City website continues as needed. Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. Publishing required state and local mandated information when directed.
- Assisting staff when and where needed with projects and programs

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## Meetings Attended:

City Council meeting – June 28<sup>th</sup>

City Staff meeting – July 6<sup>th</sup>

Met (along with Mercy Rushing) with attorney, Lindsey Birdsong concerning Flint and Steel's 501C3 Non Profit filing

Met with Kent Huffman, Josh Pogue and Neal Duncan on July 19<sup>th</sup> about the Wood County front facing website and helping to create content (along with Doris Newman) to help bring people to Mineola.

Met with Chamber of Commerce board members concerning Iron Horse Festival and offering assistance and guidance for this year's event (September 25<sup>th</sup>)

City Council meeting – July 26