

Marketing Department Report for City Council

July 2021

By Owen Tiner

Facebook Statistics: Statistics for the month of August 2021 showed frequent engagement with several posts about the GoldStars Wall and the coverage received by local media outlets (KLTV, KETK and CBS 19). Post clicks, shares, and comments are again, up this month and any post advertising and mentioning Mineola's involvement with Amtrak seems to be extremely popular. The Mineola, TX page and the Nature preserve pages seem to have the most reach, followed by Main Street and Farmers Market pages.

Twitter: Gaining followers and post engagements.

Marketing Opportunities:

- *County Line Magazine* – July and August ad 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.
- *Texas Farm and Home Magazine* – Ad designed and approved for fall event happenings. (Iron Horse Festival, Junk in the Trunk, Mini Train, etc.)
- *WCEDC to Partner with Mineola on ad for Texas State Travel Guide* – August 18th – I presented an opportunity to the WCEDC for a 2/3 page ad in the 2022 Texas State Travel Guide that would feature Wood County and Mineola's Main Street and also the Nature Preserve. The Ad will be funded 50/50 between our organizations and will appear in the 2022 Travel Guide.
- *Tourtexas.com*– **Tourtexas.com/destinations/mineola** has the first page up and also our brochures. Uploads have been made to the other 3 pages and are in the SEO process. Leads from potential tourists are sent weekly and I have been making secondary contact through mail and compiling email addresses. Some visitors as far away as Ohio.
- *GoldStars Tribute Wall* – Reviews were positive and the event was well attended. The local media coverage was positive and the builder of the wall expressed interest in visiting (with the wall) regularly.
- *The new Derby sign installed at the Nature Preserve* – July 17 – Sign Mart of Mineola installed a new sign for The Derby Equestrian Center. The sign is very visible on Loop 564 from both directions. Plans for lighting are in the works.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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

Meetings Attended:

City Council meeting – July 26th

Kiwanis – July 27th

Marketing and Tourism Board meeting on August 4

Parks and Open Spaces Board meeting on August 18

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Met (along with Mercy Rushing, and Doris Newman) August 16th - with tourism staff from Longview about a possible event between our cities to promote Amtrak (and each other).

WCEDC Meeting on 8/18 to secure funds for the Wood County half of the Texas State Travel Guide ad.

City Council meeting – August 23