

Marketing Department Report for City Council

September 2021

By Owen Tiner

Facebook Statistics: Statistics for the month of September 2021 showed frequent engagement with several posts about the Amtrak and the upcoming events like the Iron Horse Festival. 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. The Historical Museum page and Main Street have increased frequency of posting as well.

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

- *County Line Magazine* – designed and purchased ad for fall issue and 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 October events. Car Shows, Nature Preserve, and Mini train (Halloween train)
- *WCEDC to Partner with Mineola on ad for Texas State Travel Guide* – September 8 – Met with WCEDC members and ad designer about particulars of the ad featuring Mineola and Wood County. The ad will be funded primarily by WCEDC. 1/3 by Mineola and 2/3 by WCEDC. Previously, I had reported that between our organizations would split the cost 50/50.
- *Tourtexas.com*– **Tourtexas.com/destinations/mineola** now has the three pages up and our brochures. 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 Rhode Island with most out of state contact is from California.
- *Iron Horse Festival* – Continuously in contact with all things Iron Horse. Designing flyers, scheduling entertainment and asking (and answering) important questions for this and upcoming years. The festival will be September 25th beginning at 10:00 am and will go until 6:00 pm.
- *Placer* – Had a zoom meeting (with Mercy and Cindy) on September 3rd with Adam Peacock of Placer. Placer is a unique software that tracks cell phone location data to show where visitors are going in a particular area, where visitors live, how many times they visit something and all by date and time. More meetings are scheduled with Mr. Peacock and I am considering purchasing this software in the new fiscal year.

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 – August 23rd

Marketing and Tourism Board meeting on September 1

“Career Suicide” Social Media Challenge Webinar – September 9

Parks and Open Spaces Board meeting on September 15