

Marketing Department Report for City Council

October 2021

By Owen Tiner

Facebook Statistics: Statistics for the month of October 2021 showed frequent engagement with posts reminding citizens of the the WIFI available downtown, the National Dutch Oven Gathering, the Museum decorations and posts related to the school. Post clicks, shares, and comments are again, up this month from September. The Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street and Farmers Market pages. The Historical Museum page has seen a bit more traffic this month.

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

- *County Line Magazine / Geddie Publishing* - Worked on photos and copy for an upcoming coffee table book featuring North East Texas cities. Mineola will have 4 pages emphasizing history and nature
- *Texas Farm and Home Magazine* – purchased ad for November and December issue to highlight Christmas activities
- *WCEDC to Partner with Mineola on ad for Texas State Travel Guide* – September 29 – Met with WCEDC members 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. Ad artwork was finalized and sent to AJR Media on Oct. 12
- *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 USPS mail and compiling email addresses.
- USA Today - Received copies of the "Texas and Southwest Travel Guide" published by USA Today. We bought an ad for that publication and it is well placed and stands out well.
- Met with Ronnie Gorman of RG Car shows and set up the Iron Horse Car Show for Oct. 30th on Commerce Street West of the Gazebo. 9-3:00
- Met with the North East Texas Tourism Council in Winnsboro to discuss future events and also bought an ad with the North East Texas Tourism tour map.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 – September 13

City Council meeting - September 30

Marketing Advisory Board - October 6

County Road Film Company Ribbon Cutting - October 7

Tyler Tunes at Noon program - October 14

Parks and Open Spaced Board - October 20

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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