

Marketing Department Report for City Council

January 2021

By Owen Tiner

Facebook Statistics: Statistics for the month of January showed less engagement than the past 2 months, save a few promotional posts with the mayor. Consensus is that the Holidays are over and people are recouporating coupled with less events, activities and promotions. The Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Iron The Historical Museum page has seen even more traffic this month and will continue that trend with the Black History Month Program on Feb 5.

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

- *County Line Magazine* / Geddie Publishing - Working on the next ad for County Line focusing on the Nature Preserve and Downtown Shops. Ad due on Jan. 25.
- *Tourtexas.com*– [Tourtexas.com/destinations/mineola](https://www.tourtexas.com/destinations/mineola) 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.
- Wood County Now - We are continuing our partnership with Wood County Now. It has proven to be most beneficial especially on the social media side of things.
- Christmas and New Year's Eve events met with positive feedback from citizens Notably the Blue Santa event and New Year's Eve at the Beckham
- Met with the North East Texas Tourism Council in Palestine Jan. 19th to discuss future events and also the North East Texas Tour guide and map.
- The Historical Museum will hose the Pleasant Hill Quilt Group on Feb. 5 at the FUMC Ministry Center at 10 am. This will be a program on the Underground Railroad quilt codes during the Civil War.
- HOT funds report filed with the Texas State Comptroller. In the last fiscal year (ending 9/30/2021) we received a total of \$69,994 in Hotel tax.
- Gained new hotel as the Beckham has 12 rooms now ready.
- Kid Fish (with TPW) is set for Feb 12 at the Preserve.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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

Meetings Attended:

City Council meeting – December 20

Marketing advisory board - Jan. 5

Met virtually with representatives of Placer again on December 21 and January 18th and I'm now using the software. □

Department Head Meeting - January 12

Met with Amanda Duncan concerning the mural project - January 7

Brought breakfast (with the mayor) to the Mineola USPS Dec. 23

Successful E150 Mountain Bike event at the preserve on January 9.

Very successful Youth Hunt at the Nature Preserve on January 14-16

