

# Marketing Department Report for City Council

April 2022

By Owen Tiner

**Facebook Statistics:** Statistics for the month of April showed less engagement than last month but higher than February. Less events, activities and promotions happening but with the very busy May we have planned, I suspect we will have much higher engagement in the coming weeks with the weather getting warmer and more people getting out. The Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Iron

**Twitter:** Gaining followers and post engagements. @txmineola

## Marketing Opportunities:

- *County Line Magazine / Geddie Publishing* - Working on the next ad for County Line focusing on downtown and Music in May
- *Tourtexas.com*– **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. Over 500 so far.
- *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.
- Sent a 1/2 page ad to Van Zandt news for their 2022-2023 Explore East Texas Magazine
- Sent promotional items with the crew from NETTC for 3 trade shows
- The Mini Train is back and Easter weekend was huge! Farmers Market starts the first weekend in May
- HOT funds for the second quarter are coming in. We were \$5000 ahead of budget in the
- 3 Bucks and a Doe Golf tournament sponsor and team at MCC on April 23rd
- Diva Du run/bike event at the preserve on April 30
- City Nature Challenge - Mineola Nature Preserve - April 30

## 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 – March 28  
Marketing Advisory Board - April 6  
Music in May committee - April 6  
East Texas Blood Bank - April 6  
City of Longview - April 7  
Flint and Steel - April 7  
Nethealth Vaccine Clinic - April 12  
Department Head Meeting - April 13  
Parks and Open Spaces Advisory Board - April 20  
Chamber Banquet - April 21  
150 year celebration Meeting - April 26

