

# Marketing Department Report for City Council

May 2022

By Owen Tiner

**Facebook Statistics:** Statistics for the month of May showed a large jump in engagement and in shares with the Diva Du, Fiesta Days event, Mother and Son Dance, Train Day, Music in May, and the Amtrak event with the city of Longview. Amtrak posts are usually the highest we get historically I suspect we will slow in June with less events but the rodeo is coming in July.

Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Iron Horse Square is picking up more followers with the mini train coming back.

**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, the Nature Preserve and the Rodeo
- *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.
- Farmers Market is back in full swing
- By all accounts, May Fiesta Day was a huge success.
- The Mini Train gave over 500 rides during the May Fiesta Day
- HOT funds for the third quarter are in. We are \$2400 ahead of budget.
- Music in May began May 5 and is gaining traction.

## 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 – April 26  
Marketing Advisory Board - May 4  
Music in May committee - May 3  
Department Head Meeting - May 17  
Parks and Open Spaces Advisory Board - May 18  
NETTC - in Tyler on - May 18  
Registered and now a member of TTA (Texas Travel Alliance)  
- Tourism School from 6/13-6/17

