

# Marketing Department Report for City Council

June 2022

By Owen Tiner

**Facebook Statistics:** Statistics for the month of June showed a average engagement save the posts with the kids at the Gazebo, Music in May encore performance, and the Flint and Steel mural project. Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Farmers Market page is lighting up and we are getting a lot of engagement from new vendors from it. Iron Horse Square is picking up more followers with the mini train.

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

## Marketing Opportunities:

- Music in May was an overwhelming success so we had 2 encore performances in June sponsored by citizens that didn't want it to end. Downtown businesses seemed to benefit from the attention.
- *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 700 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 rolling along nicely with plenty of engagement
- Purchased a 1/4th page ad for the USA Today's Texas and Southwest Travel Guide
- John DeFoore Jr. Day was June 8th and was on KLTV that evening.
- KLTV also did an interview with me and Parks Board Chairman, Neal Duncan, promoting the Nature Preserve and posted it on June 7
- Attended TTA's Tourism College for the first year (3 year school and certification) from June 13th - 17th. Will continue this the next 2 summers.
- Flint and Steel's Mural went up on June 24 on Hwy. 69 South after a week of painting.
- The Mini Train gave over 300 rides during the last weekend in May and the first run in June on the 11th.
- Planning preparations for the 150th celebration are underway. Working with Mprints on the logo.
- New event in October "Planes, Trains, and Automobiles" will feature a car show, Wisener field's annual celebration, and model trains in the depot (mini train to run that evening)

## 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 – June 27  
Marketing Advisory Board - June 1  
June 6 - initial budget presentation

Department Head Meeting - June 8  
Budget city manager review - June 8  
Chamber of Commerce annual meeting  
of the members - Jun 24