

Marketing Department Report for City Council

August 2022

By Owen Tiner

Facebook Statistics: Statistics for the month of August showed high engagement with the posts about resurfacing Meadowbrook and the change in brush pick up. Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Farmers Market page is getting traffic but there's little produce to sell currently. The posts about the mini train coming back on 8/13 made a big splash. It still shows that a large amount of citizens get information from our facebook pages.

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

- Purchased back cover of the NETTC 2023 tour map.
- *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 800 so far. I have renewed this for the new fiscal year beginning in October.
- 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 although there's less produce.
- Working on an ad for the Texas State Travel Guide for 2023. It will feature our 150th year logo. This year will just be Mineola and not Mineola and Wood County.
- The Mini Train is giving a lot of rides but we have changed the run time to 9:00 - 1:00 to beat the heat.
- Application for HOT funds grant from WCEDC submitted. Will present to the committee early September.
- Planning preparations for the 150th celebration are well underway. Mprints has completed the logos and I'm starting to look at promotional materials with Doris Newman.
- Blood drive successful on August 12 with Carter Blood Center.
- Junk in the Trunk at the Civic Center on September 10.
- Girls Night Out shopping event downtown September 10
- Vaccine Clinic in council Chambers on September 13
- Fall Cleanup is set for September 17
- Hobo Special at the Farmers Market Pavilion on September 23
- Iron Horse Festival on September 24
- November Family Fun Day event with Clover Educational Consulting group will partner with our Veterans organizations on November 12 to make the event even larger after our Veterans Day parade.
- 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)
- The Iron Horse Festival is in planning stages and continuing forward with a street dance on Saturday night 9/24

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 – August 22

Chamber Breakfast - August 16

Met with Shawn Hara of Visit Longview to bring Longview citizens on 3 Saturdays this fall
- August 5

Flint and Steel CEO Nathan Witt and Father Todd Witt on 8/5 about future plans

Flint and Steel meeting on August 8

Met with Joyce Williams about a permanent campsite for Greer Hill

Chamber Iron Horse Planning August 9

Department head meeting - August 10

Met with Clay Walker's group about a possible concert in November at the
preserve - August 11

Met with Joe Paddock about removing hogs from the preserve - August 12

Hog Wild 5K/10K at the Nature Preserve - August 13

Chamber Iron Horse Festival planning meeting #2 - August 17

Parks and Open Spaces Board meeting - August 17

150th anniversary planning meeting - August 30