

Marketing Department Report for City Council

December 2022

By Owen Tiner

Facebook Statistics: Statistics for the month of December showd engagement with the posts on Christmas activities, the sweets promotion, the parade, carriage rides, Santa at the museum and the mini train. Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Farmers Market. Posts about the mini train have been a real hit this fall and winter. It still shows that a large amount of citizens get information from our facebook pages.

Twitter: Gaining followers and post engagements. @txmineola

Marketing Opportunities:

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

- 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.
- The Mini Train is giving a lot of rides this fall and winter. Our last one was December 17th with Santa.
- Ad for County Line Magazine going up in January.
- New Sesquicentennial Logo applied in all print and digital ads.
- HOT funds grant from WCEDC awarded for \$10,000 to market the end of year concert for the Sesquicentennial year.
- Planning preparations for the 150th celebration are well underway. Banners for downtown will go up in early January and promotional materials being sold by students from MISD currently.
- Magical Mineola - How sweet it is promotion of the downtown sweet shops was a success. Parade evening was well attended downtown.
- The Sesquicentennial mural is complete downtown at the old 1888 property. Ceremony to dedicate the mural with the 2023 proclamation December 16.
- Toys for Tots pub crawl on December 17
- Annual Tour of homes is back and had an excellent turn out.
- Santa at the Museum on December 17
- Working on Scenic Texas designation for 2023
- Working with Bryan Hughes and Cole Hefner for a designation for Mineola to be the sweets capital of Texas, and a Resolution on the senate and house floors about our 150th year.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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
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Meetings Attended:

City Council meeting – November 21

Sesquicentennial planning - November 22

Rotary Club - December 5

Met with Joyce Williams and
Jimmy Phillips about history for

research in our proclamation -

December 7-8

Department head meeting -

December 14

City Council - December 19

150th anniversary planning meeting - Sept 20