

Marketing Department Report for City Council

January 2023

By Owen Tiner

Facebook Statistics: Statistics for the month of January showed lower engagement with the posts mostly about our chick-fil-a fund-raiser for the museum and more informational things that promotional. The February events will change that for sure. Mineola, TX page and the Nature preserve pages still have the most reach, followed by Main Street. Statistics still show that a large amount of citizens get information from our facebook pages and we depend on that for a fair amount of our marketing and getting information out

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.
- Development has begun on the Mineola, TX app. I'm creating content and the app will be able to push information about promotional events, history, street closures, public works. Even pay your water bill right from your phone
- Work on getting Mineola Certified as a Scenic Texas City. There are none with this certification in East Texas and it will show the work that has been done over the past 30 years.
- County line "Upper Side of East Texas" coffee table book now available on Amazon.com. Mineola and the Mineola Nature Preserve are prominently highlighted in the book.
- New Sesquicentennial Logo applied in all print and digital ads and to staff email
- HOT funds report filed with the state.
- Planning preparations for the 150th celebration continue. Banners for downtown are up and promotional materials being sold by students from MISD currently. Sesquicentennial logo vehicle stickers will be on all city vehicles (police, fire, and public works) by the end of January.
- Texas State Travel guide (with our ad) is out.
- 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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:

Elizabeth Dry - December 20
Clover Board of Directors - December 21
Marketing Board - January 4
KMOO - January 5

Department head meeting - January 11
Met with DQ owner about sponsorship
opportunities - January 12
Clover Board of Directors - January 20
City Council - January 23
150th anniversary planning meeting - January 24
NETTC - January 26