

Marketing Department Report for City Council

February 2023

By Owen Tiner

Facebook Statistics: Statistics for the month of February showed high engagement with the posts about the Kid fish day, chili cook-off and couples night out. The announcements regarding Mainstreet's Dueling Pianos event on April 1st has many people excited. The Museum's Black History Month concert posts and coverage were shared over and over, and posts regarding Pacific Street closing at the crossing near Stone Street on the 22nd received over 110,000 views. I expect even more engagement in March as events tend to start up again. 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](https://www.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. Looking for a launch in mid-March.
- Work on getting Mineola Certified as a Scenic Texas City. There are none with this certification in East Texas except for Nacogdoches, and it will champion 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 for 2022. - \$69,358.20
- 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 on city vehicles (police, fire, and public works).
- 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.
- Couples night out, Kid trout fishing day, and Kiwanis Chili Cookoff (Feb. 11) all great successes.
- Black history program at McFarland was well attended and covered by KETK.

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
- City calendar on the website is filling up with all events for the year. Refer people there

with questions about our city and its activities.

Meetings Attended:

Marketing Board - Feb. 8

KMOO - Feb.

Clover Board of Directors - Feb. 10

Kiwanis guest speaker - Feb. 14

Department Head meeting - Feb. 8

Music in May Planning Committee - Feb. 15

Met with Cafe U about joining in with 150th activities - Feb. 16

Phone meeting with new downtown building owner about future business ideas - Feb 16

Met with New potential volunteers - Feb. 17

City Council - Feb. 27

Sesquicentennial planning meeting - Feb. 28