

Marketing Department Report for City Council

September 2023

By Owen Tiner

Facebook Statistics: Statistics for the month of showed high engagement with the posts about the Sabine Stomp, Iron Horse Festival, the MFD 9/11 walking the steps at the stadium, and Fall Cleanup. Farmers market is getting a lot of interest even with the heat and is only going to get better. The mini train is now back to 11-3:00 and we've seen more shares and traction on posts made about those runs. The Nature Preserve page continues to be popular along with its Instagram page. Outdoor stuff and tagging was huge during the labor day weekend. Statistics still show that a large amount of citizens get information from our Facebook pages but our app is also gaining downloads and I plan to push it more this fall.

Twitter: Gaining followers and post engagements. @txmineola.

Marketing Opportunities:

- 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.
- Updating continues on the Mineola, TX app. I'm creating content, and keeping it up to date all the time.
- Mineola is now a Certified Scenic Texas City. The Mayor, Mercy, and I will receive the award next month and present it to council on October 23rd. 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.
- Ads built and sent to Texas State Travel Guide, Liberty Marketing, North East Texas Tour Guide and North East Texas Tour Map. Updated and fresh!
- The Sabine Stomp was absolutely an amazing undertaking and I feel like we marketed it and executed it well as a staff and as a city with our boards and volunteers. Sponsors and attendees were very happy and we'd like to continue to do it regularly....maybe not so big.
- The 150th celebration continues. Next is the gala on December 9. Make plans to be there!
- The Texas Eagle Marketing and Performance Organization (TEMO) and the I-20 Corridor Council presented a plaque to the city commemorating our Sesquicentennial on September 2.
- Library open house a large success.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 end of the Year. October is packed! Refer people there or to the app with questions about activities and events.

Meetings Attended:

Marketing Board September 13

Civic Center Board – September 13

Clover Board of Directors – September 15