

Marketing Department Report for City Council

January 2024

By Owen Tiner

Facebook Statistics: Statistics for the month of January showed high engagement with the posts about the new year, weather alerts, and upcoming events in February April. The Kid's fishing event at the nature preserve and the upcoming dueling pianos got citizens right back into the thick of things after the holidays. A lot of shares are continuing daily on any posts regarding those events. The Nature Preserve page continues to be popular along with its Instagram page. January was low on events but we were very glad to have that avenue to get information out about the weather and trash pick up delays. Statistics still show that a large amount of citizens get information from our Facebook pages but our app is also continuing to get downloads and I plan to push a little more this spring.

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.
- I'm starting the process of getting a new designation for Mineola "Tourism Friendly City." This will be a process that Doris Newman will help me with as we compile and compare Mineola to the requirements for this designation.
- Ad built and contract set for Piney Woods Life.
- The new North East Texas visitor and events guide is out all over the state. Mineola has the back cover and the number one attraction in northeast Texas – The Mineola Nature Preserve. It also highlights not just Mineola as a whole and our attractions, but events like The Iron Horse Festival, May Fiesta, Music in May, and the Fireman's Rodeo.
- The word sesquicentennial has been retired in my office for 365 days.
- HOT Funds for the 2023 Fiscal Year were \$80,882.71 – This is a 17% increase over last year and the first double digit increase since 2015 (and that was only 11%)
- Marketing and information campaigns have started plans for the eclipse, dueling pianos, music in May, and a possible golf tournament for the summer.
- Purchases a new promotional video shot by a citizen for the nature preserve.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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. Cindy and I have begun talks with a new website company that can seamlessly integrate our app while saving us money.
- City calendar events will be ramping up in the coming weeks.

Meetings Attended:

Marketing Board - January 3

Rotary Club – January 8

City Council – January 10

North East Texas Tourism Council

Text.gov - January 11

Parks and Open Spaces Board – January 17

Aptegy (website hosting)

People's Communications – January 18

Clover Board of Directors – January 19

City Council – January 22