

# Marketing Department Report for City Council

February 2024

By Owen Tiner

**Facebook Statistics:** Statistics for the month of February showed high engagement with the posts about the Kid Trout Fishing event at the Nature Preserve, Kiwanis Chili Cook off, the Black History Program, Dueling Pianos, and with our boil water notice we had on the 9<sup>th</sup>-11<sup>th</sup>. A lot of shares are continuing daily on any posts weather promotional or informational. The Nature Preserve page continues to be popular along with its Instagram page. Events are picking up. March will have plenty to promote along with informational things from the City like clean up day on March 9. Statistics still show that a large amount of citizens get information from our Facebook pages but our app is also continuing to get downloads.

**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 each day.
- We're looking into a seamless process with a new website/app update. This will allow the same information to be put out at the same time over various sources. Saving time for the marketing department, main street, and any urgent information to our citizens. "Tourism Friendly City."
- Piney Woods Life 1<sup>st</sup> Quarter is out promoting our events from March, April and May.
- HOT Funds report is filed with the state comptroller office.
- Marketing and information campaigns continue for dueling pianos, Music in May, and a possible golf tournament for the summer.
- Mini Train is back on March 30.
- A new promotional video shot by a citizen for the nature preserve will be uploaded to the website soon.

## 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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general.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 are on the calendar and app.

## Meetings Attended:

February 1 – MEDC  
February 7 – Department Head Meeting  
February 7 – Traylor and Associate – Grants  
February 13 – Apptegy (Website) Training  
February 14 – Marketing and Tourism Board  
February 14 – Civic Century Board  
February 16 – I 20 EDC Marketing Group  
February 26 – City Council  
February 27 – Apptegy (Website) Training

