

Marketing Department Report for City Council

March 2024

By Owen Tiner

Facebook Statistics: Statistics for the month of March showed high engagement with the posts about the Dueling Pianos event coming in April, events at the Nature Preserve, the pub crawl and ladies night out, the new 1888 plaza photos, and questions on the upcoming eclipse. The Mayor's special award to Clint Bittner was we received as well. The Nature Preserve page continues to be popular along with its Instagram page. The bird event there on March 9 saw over 150 people. Other City events continue to pick up. In addition to our regular April activities, there are a few more things coming including a fundraiser for a local businesswoman that was in an accident on April 20 in downtown and the ever popular "Music in May" in the horizon. 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. Their promotion of the Mineola Nature Preserve is excellent.
- Updating continues on the Mineola, TX app. I'm creating content and keeping it up to date each day. The app will be going through a few very positive changes in May.
- 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.
- Piney Woods Life 1st Quarter is out promoting our events from March, April and May.
- HOT Funds are due for the 3rd Quarter at the end of April.
- Marketing and information campaigns continue for the eclipse, dueling pianos, MCC Junk in the Trunk, Music in May, the Rodeo, a golf tournament for the summer,
- Mini Train is back!
- A new promotional video shot by a citizen for the nature preserve will be uploaded to the new website coming in May.
- New photos will be shot soon with Mineola citizens at "Mineola Places" for the new website.
- Promotional signage for the kiosks at the 1888 plaza are being developed. One side being more permanent and the other focusing on the events of the month.

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 Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. In addition, I'm developing the look of the NEW website with Cindy and staff input to be more user friendly. 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 events are on the calendar and app.

Meetings Attended:

March 4 – Citizens creating a marketing group for their specific industry in town

March 5 – Apptegy (new website) training

March 7 – Townhall meeting with merchants preparing for the eclipse
March 8 – Company wanting to put cameras at the depot for train watching
March 12 – Meeting with Jorge De La Garza about a possible June event in downtown
March 13 – Marketing Advisory Board meeting.
March 19 – Apptegy (new website) training.
March 19 – Meeting with Jason Slagle of People’s Communications concerning the fiber presentation for
MEDC on March 21
March 20 – Mental Health Summit – Andrews Center
March 21 – I-20 Corridor Marketing Meeting – Lindale
March 21 – MEDC / Special Council Meeting
March 25 – City Council
March 28 – Apptegy (new website) training.