

# Marketing Department Report for City Council

April 2024

By Owen Tiner

**Facebook Statistics:** Statistics for the month of April showed high engagement with the posts about the Eclipse, 1888 Plaza, Dueling Pianos, Junk in the Trunk, the hwy 80 sale and information on an electric pole that had fallen due to an accident. reserve, The Nature Preserve page continues to be popular along with its Instagram page and people are tagging it in their photos with the recent good weather. The bird bingo campaign by TPW magazine started in mid April and will go through November. Other City events continue to pick up. In addition to our regular April activities, the April 20 fundraiser was well attended at The Texan Hall by Jorgies. It was moved inside due to weather. "Music in May" on 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. But the new app will be rolling out in May. Stay tuned to that. I'm creating content and keeping it up to date each day.
- We're working hard on the 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.
- Rodeo promotions and sponsorships have started.
- HOT Funds are due for the 3<sup>rd</sup> Quarter at the end of April.
- Marketing and information for Junk in the Trunk, Music in May, Bird Bingo, the walking map in downtown, and the 1888 plaza dedication is in kiosks at the Nature Preserve, 1888 plaza and in various businesses.
- Mini Train is back! The April 13<sup>th</sup> Fannie Marchman promotion was well attended.
- 2 new promotional videos shot by a citizen for the nature preserve and downtown during the eclipse 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 history of the 1888 building will be inside the kiosk on the inside of the Plaza.

## 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:

April 1 – Apptegy (new website) training.  
April 3 – Department Head Meeting  
April 8 – Eclipse!

April 9 – Meeting with Holly of Ranahan on her upcoming event on April 20  
April 10 – Marketing and Tourism Advisory Board Meeting.  
April 15 – Apptegy (new website) training.  
April 18 – Videographer meeting  
April 22 – City Council  
April 23 – Apptegy (new website) training  
April 24 – Music in May committee  
April 26 – ½ cent sales tax training - EDC  
April 30 – Meeting with executives of Christus Health