

Marketing Department Report for City Council

June 2024

By Owen Tiner

Facebook Statistics: Statistics for the month of May showed high engagement with the posts about The budget survey, the weather, Summer bash, and the mini train. The Nature Preserve page continues to be popular with the weather cooperating and the Promise of Peace gardens day camp coverage. The Nature Preserve is getting tags on its Instagram page frequently, and the bird bingo campaign by TPW magazine is picking up a little steam. Statistics still show that a large number of citizens get information from our Facebook pages and social media.

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, and they continue to share each post from the city, the nature preserve and the farmers market.
- Updating continues, but we now have a NEW Mineola.com, a NEW Mineolanaturepreserve.com and a NEW ironhorsesquare.org, as well as a NEW Mineola TX App.
- A free July 4th event at the Nature Preserve will take place organized by the **Mineola Community Friends** organization benefitting Rose Hill Community Food Pantry. 9:00 am until 3:00 pm. Live Music, Car Show, Games, Face Painting, Fishing, Raffles, face painting, and fun for the whole family. Free event but you're encouraged to bring canned food donations for the Rose Hill Community Food Pantry.
- Fireworks on July 4th at the Civic Center 9:00 pm
- **Lee Mathis and the Brutally Handsome** concert at the Nature Preserve from 6:00-9:00 pm. Sponsored by MEDC, Republic Services, Christus Health, and Cornhole Tournament by Mineola Dairy Queen. The Parks and open spaces board volunteers selling Nature Preserve merchandise, beer tent, and food truck on site. Free entry.
- Rodeo promotion is continuing as we get ready for the 12-13th of July.
- Marketing and information for all events, the walking map for downtown, and app info at the 1888 plaza kiosks.
- Mini Train was down on June 8th, but back in operation on June 22nd. 9:00 am – 1:00 pm
- New photos will be shot soon with Mineola citizens at “Mineola Places” for the new website in July.

Ongoing:

- Updating of City website continues as all the old info is combed through. Removing outdated info, refreshing pages and using time to study and proof all pages for errors and inaccuracies in general. Assisting staff when and where needed with projects and programs and updating the calendar.
- City calendar events are on the calendar and in the app as well as meeting dates.

Meetings Attended:

June 4-7 – TEDC Mid-Year Conference

June 12 – Marketing and Tourism Advisory Board

June 12 - Civic Center Board

June 14 - Initial budget meeting with city manager for 2024-2025 fiscal year.
June 14 - Meeting with Todd Witt about future project in Downtown
June 15 – Summer bash in downtown
June 20 – Council Workshop and Community Engagement Budget Meeting
June 21 – Clover Educational Group Board
June 24-28 – Texas Tourism College – 3rd and Final Year