

Marketing/Tourism Department Report for City Council

December 2024

By Jennifer Henson

Facebook Statistics: Statistics for the month of November showed high engagement with our Live videos, events, and several posts. The Nature Preserve page continues to be popular. The Nature Preserve is getting tags on social media pages frequently. Statistics still show that a large number of citizens get information from our Facebook pages and social media.

Instagram and X accounts have been updated and are now accessible.

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 farmer's market.
- Advertisements in the Northeast Texas Tourism Guide have been approved and the invoice paid.
- New downtown walking maps have been produced and are being distributed.
- Continuing to work to update the website to make it more easily accessible and user friendly.
- Updated QR codes for trail riders at the Derby have been created and are now posted.
- Marketing and information for all events, the walking map for downtown, and app info at the 1888 plaza, Depot, and Peterson Park kiosks.
- Shop Local Promotion runs from 11/29/24—12/19/2024 and winners will be drawn on 12/20/2024. This is an effort to keep our dollars local. Information on the Promotion can be found on the flyer, Facebook page, Website, and other forms of social media.
- Magical Mineola was a tremendous success! The new tree has been a hit with the community and received many compliments. The mini train reported 832 riders! Attendance numbers could not be run at the time this report was written. I will run those asap.
- The City of Mineola had a float in the Christmas Parade. Although we were very cold and wet the city participation was a success.
- The Landmark Commission "Christmas Past & Present" Annual Tour of Homes took place on December 8th and had great attendance. The homes were so beautiful. The Landmark Commission did an excellent job on this!
- The Nature Preserve tour for the Parks Board was cancelled due to weather. Will rescheduled for the Spring.

Marketing/Tourism Department Report for City Council Continued

- The mini train has their last Christmas run scheduled for December 21st.
- Ads have been updated and re-ran for the Lake Fork map.
- I will be meeting with the Mineola Select Theatre to see how the city can become involved in the 105th year Celebration. The meeting is scheduled for 12/17/24.
- I rang the bell at Wal-Mart for the Salvation Army on 12/12/24 from 9-11 a.m.

Ongoing:

- Updating of City website continues. 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:

- Kiwanis meetings are attended each Tuesday
- 12/10/24-Attended training for new city software