



# MEMO

To: Mayor and City Council Members  
From: Ashlynn Taylor, Marketing & Communications Coordinator  
Date: November 19, 2025  
RE: **October Monthly Report**

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## PUBLIC ATTENDANCE, MEETINGS & TRAININGS

- **10/1** — Townsquare Media proposal
- **10/4** — Hispanic Heritage Celebration (City Event); Timmermann Park – Booth setup for “Manor Moves” with CTRMA Highway 290 Extension Project
- **10/6** — Polimorphic AI Implementation Meeting
- **10/7** — Staff Meeting
- **10/8** — Manor Night at the Park Meeting (Timmermann Park)
- **10/8** — Townsquare Media proposal
- **10/9** — Manor Chamber Business Meeting; Guest Speaker: Assistant Fire Chief Chris McKenzie
- **10/13** — Polimorphic AI Implementation
- **10/14** — Staff Meeting
- **10/14** — Christmas Lighting Event Planning (Deck the Park)
- **10/15** — Ultra Clean Technologies (UCT) Grand Opening
- **10/16** — Procurement Meeting
- **10/20** — Polimorphic AI Implementation Meeting
- **10/20** — Placer.ai Training Session
- **10/21** — Staff Meeting
- **10/21** — Ribbon-Cutting Ceremony — H-E-B
- **10/22** — H-E-B Meeting with Tamra
- **10/23** — Townsquare Media Proposal Meeting
- **10/23** — Holidays in Manor Planning
- **10/23** — Drone Footage Call
- **10/23** — Deck the Park Planning
- **10/27** — Polimorphic AI Implementation Meeting
- **10/27** — Placer.ai Training
- **10/28** — Staff Meeting
- **10/28** — Understanding Accessibility and Social Media, ADA Session
- **10/29** — Manor Business Spotlight Presentation and Video Feature Filming — Le’Body Spa & Wellness, Manor, TX



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## SOCIAL MEDIA POSTS & COMMUNICATIONS

### Facebook:

- **October 1** — UFCU Grand Opening
- **October 2** — Hispanic Heritage Celebration Reminder
- **October 2** — Community Award Nominations, Mayor's Ball
- **October 3** — Important Information for Hispanic Heritage Celebration
- **October 4** — Hispanic Heritage Celebration Promotion Video
- **October 6** — City of Manor Job Openings
- **October 8** — Water Pressure Issues — Public Works Response
- **October 8** — Boil Water Notice
- **October 9** — Boil Water Notice Update
- **October 9** — Boil Water Notice Lifted
- **October 10** — Stay Informed with City Service Alerts & "MyManor" App Announcement
- **October 14** — City of Manor Hispanic Heritage Celebration — Highlight Reel
- **October 15** — Upcoming Road Closure Notice: Tower Road
- **October 16** — Manor Health Survey Announcement
- **October 16** — Ultra Clean Technologies Grand Opening
- **October 17** — Arbor Day Celebration Announcement
- **October 17** — Deck the Park Holiday Event Announcement
- **October 21** — H-E-B Pre-Grand Opening
- **October 22** — Mayor's Ball Community Award Nominations
- **October 23** — "Something New on the Water Tower" MVP<sup>4</sup> Teaser
- **October 24** — Manor Night at the Park Reminder
- **October 24** — MVP4 — Manor Values Its People. Principles. Purpose. Partnerships. Launch
- **October 28** — Veterans Day Ceremony Announcement
- **October 28** — Holidays in Manor Event Announcement



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## GoGov (MyManor App):

- **October 8** — Boil Water Notice
- **October 9** — Boil Water Notice Update
- **October 10** — Boil Water Notice Lifted
- **October 15** — Road Closure Notice: Tower Road
- **October 20** — Road Closure Reminder: Tower Road
- **October 20** — Looking for things to do in Manor? Upcoming Events
- **October 24** — MVP4 – Manor Values Its People. Principles. Purpose. Partnerships. Launch
- **October 24** — Lost Item at Timmerman Park

## Nextdoor:

- **October 8** — Boil Water Notice
- **October 8** — Boil Water Notice Update
- **October 10** — Boil Water Notice Lifted
- **October 15** — Road Closure Notice: Tower Road
- **October 24** — MVP4 – Manor Values Its People. Principles. Purpose. Partnerships. Launch

## WEBSITE

- Homepage
  - Updated the Homepage Banner Slideshow to feature upcoming events, the new MVP<sup>4</sup> Branding, and highlight photos from the Hispanic Heritage Celebration.
  - Featured the new MVP<sup>4</sup> Branding on the Homepage under “Latest News”
  - Updated the general website calendar
    - Added all Planning & Zoning Meetings for 2025 and 2026
    - Added holidays when the City of Manor is closed
- City Council Page
  - Added a Subpage: Programs
    - Added Internship Program and Better Together Challenge Information and Applications
- Marketing & Communications Page
  - “Our Brand” Subpage
    - New Branding: MVP4 – Manor Values Its People. Principles. Purpose. Partnerships.



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- “Manor Business Spotlight” Subpage
  - Feature Video and Message for Le’Body Spa & Wellness, November Manor Business Spotlight Recipient
- “Your Voice In City Decisions” Subpage
  - “What Matters Most to You? Jobs, Parks, Roads, Safety, or City Services.” Feedback Survey
- “Upcoming Events” Subpage
  - Arbor Day, November 8<sup>th</sup>, 2025
  - Tuesday, November 11<sup>th</sup>, 2025
  - Deck the Park, December 5<sup>th</sup>, 2025
  - Holidays In Manor, December 6<sup>th</sup>, 2025

## MARKETING MATERIALS

### Infographics (Example)

- Internship Program
- Meet Manor Mondays Video Series
- Community Award Nominations – Mayor’s Ball
- Manor Business Spotlight Award Nominations

### Brochures

- Better Together - Mayor’s Challenge

### Flyers

- Mayor’s Ball Community Award Nominations
- Better Together – Mayor’s Challenge
- Veterans Day Ceremony
- Deck the Park

### Videos

- Mayor’s Ball 2024 Highlight Video
- Hispanic Heritage Celebration Promo Video
- Hispanic Heritage Celebration 2025 Highlight Video
- H-E-B Pre-Grand Opening Celebration Video
- MVP<sup>4</sup> Launch Video



# MEMO

October was a strong month for the City of Manor's communications and outreach efforts, marked by significant growth in social media engagement and continued community connection. Facebook performance saw a major increase across all metrics compared to September — views rose by **101.6%** (883.7K total), viewers increased by **160.2K**, content interactions grew by **103.1%**, link clicks surged by **184%**, page visits climbed by **136.3%**, and follows increased by **47.3%**.

This upward trend reflects the success of October's event coverage, timely updates, and video content, including highlights from the Hispanic Heritage Celebration and the MVP<sup>4</sup> brand launch.

Throughout October, I also focused on the development and planning of *Meet Manor Mondays*, a new weekly video series launching in November. These short news segments will share updates on city projects, upcoming events, and local stories, continuing our mission to keep residents informed and engaged with the community.