

**CITY OF UNION**  
**Communications Committee**  
**February 6, 2018**

**Members in attendance:**

**John Mefford, Commissioner**

**Larry Solomon, Mayor**

**Patrick Romelli**

**Celeste Grimoldi**

**David Plummer, City Administrator**

**Melissa Hinkle, Communications and Operations Director**

Meeting was called to order at 6:05 by Commissioner John Mefford

**Sponsorship Information:** Hinkle presented the packet of information to be presented to the 2018 Event Sponsors for city events for review. Discussion was held of how to make the sponsorships more attractive to sponsors. Plummer suggested providing a thank you gift of an item or certificate to show the city appreciation to event sponsors.

**Easter Egg Hunt:** Director Hinkle noted that Union Presbyterian Church will be providing the location for the 2018 Easter Egg Hunt on March 31, due to the sale of the Old Firehouse. St. Timothy's will be contacted about the need for potential overflow parking. She has secured a student from Ryle to act as the bunny and has others interested in being a bunny as well. The idea was suggested to have two bunnies for the hunt for photos and interaction. Hinkle will follow up to see if she can secure a costume and a second bunny volunteer, along with an assistant to help them navigate the area safely and avoid accidents.

**Email List Publicity:** Director Hinkle reported she has been emphasizing enrollment in the Union Email Blast on social media and on the website, and has already seen immediate response with several new members of the email list. She will continue to emphasize enrollment through various media.

**New Business:** Hinkle mentioned that Christy Everman had been contacted by a representative from Union Presbyterian about researching a potential combined Trunk or Treat among the area churches or having a citywide Trunk or Treat. The lack of a large enough location to hold all of the participants might be an issue, but she will continue to research the issue and contact the area churches to see if there is interest in holding them all on the same day and time.

A discussion of the ordinance requiring formal appointment of the members to the committee was discussed. The membership as it is seems to meet the city needs, and no further action was required.

CAO Plummer recommended the city invest in publishing in the Boone County What's Happening publication at a cost of \$1600 per page. This idea was recommended by the committee.

The Meeting was formally adjourned at 6:50 pm by Commissioner Mefford

**The next meeting of the Communications Committee will be April 3, at 6 p.m. in the City Building. The Public is invited to attend.**