

CITY OF UNION
Communications Committee
February 14, 2017

Members in attendance:

John Mefford, Commissioner

Celeste Grimoldi

Patrick Romelli

Melissa Hinkle, Communications Coordinator

Meeting was called to order at 6:01 by Commissioner John Mefford.

Update to Existing Union City Sign: Communications Coordinator Hinkle presented mockups done by Patrick Romelli to apply a vinyl overlay to the existing City Building sign located near the flagpole outside of the City Building. The overlay will update the Union logo section of the sign.

City of Union Brochure Distribution: Celeste Grimoldi reported on the development of plans to help distribute the City of Union printed brochure, and best avenues to increase return on investment in those brochures. She also brought forth the idea of bringing a video version of the brochure and having that produced, either in addition to, or in place of a printed product. Coordinator Hinkle, along with Patrick Romelli, will look into options for video and report back to the committee with more information.

Easter Egg Hunt and Details: Coordinator Hinkle reported that many of the eggs that have been used in the past for the hunt are in bad condition or completely unusable for the hunt this year. After online research, she found a source that can supply pre-filled eggs at a reasonable price. Pre-filled eggs also eliminate the volunteer hours needed to fill the eggs, and will ensure that all eggs are filled in a sanitary and secure manner, reducing potential liability to the city. The eggs are listed as peanut-free, for those with allergies. The Committee recommends this option be brought to the commission for approval.

Union Celebrates Parade: Coordinator Hinkle advised the group that the dates are set for the parade (June 30) and asked the committee contact her with any groups or civic organizations that might be interested in participating in the parade that maybe have not participated in a few years, or had not been included in the past. Members agreed to email her any suggestions of groups to include.

Lily's Trees/Arbor Day Project: Coordinator Hinkle updated the group on Lily Lozier, age 6, and her desire to replace or reforest the areas along the construction of Mt. Zion Road. The Lozier Family will be meeting with Coordinator Hinkle and Carol Callan-Ramler with the Kentucky Transportation Cabinet in the next few weeks to discuss what restrictions that KYTC may have on what types of trees can be planted and what other

restrictions may need to be incorporated into such a plan. KYTC has advised that no plantings should occur until the project is complete, so a two-year approximate timeline is ahead. Hinkle had previously brought forth a similar idea as a future city event to the Mayor and members of the commission, and would like to form a partnership with the Lozier family to combine the events together and share both workload and resources. She asked for members of the committee to consider if they would like to work with this project, and if there were any other community members who would maybe like to volunteer to help with this joint event to get their information to her so she can begin to organize this type of event.

New Business: No new business was brought forward.

The Meeting was formally adjourned at 6:25 by Commissioner Mefford

The next meeting of the Communications Committee will be March 14, at 6 p.m. in the City Building. The Public is invited to attend.