

CITY OF UNION
Communications Committee
March 21, 2017

Members in attendance:

John Mefford, Commissioner

Larry Solomon

Noreen Morgan

Celeste Grimoldi

Melissa Hinkle, Communications Coordinator

Jeff Bowman, citizen

Meeting was called to order at 6:03 by Commissioner John Mefford

Life's Eye Media Meeting: Celeste Grimoldi reminded the committee of the upcoming special meeting to view a presentation by Kristan Getsy of Life's Eye Media regarding video production and other marketing services for the City of Union. Commissioner Jeremy Ramage has also been invited to represent the Economic Development Committee at the presentation. This presentation will be March 30 at 4 p.m. at the City Building.

Update to Existing Union City Sign: Communications Coordinator Hinkle reported that work will begin to update and clean the existing metal sign located in front of the city building. The old logo will be replaced with the new City of Union logo, via a vinyl overlay, and the sign will be cleaned of tape residue and a new matching red border placed around the sign. Work is being done by a Union company, Customized by Design. The same company will install new faces on the city welcome signs to indicate people are leaving and to come back soon. Those signs will be installed after the banners for the fish fry/egg hunt are taken down to allow the vinyl to properly cure and adhere to the sign.

Easter Egg Hunt and Details: Coordinator Hinkle reported that the eggs are being delivered tomorrow for the 2017 Egg Hunt. 3500 eggs were ordered with 2/3 of those containing candy and 1/3 containing a small toy. Work is proceeding on the event, with the critical priority being locating a volunteer to serve as Easter Bunny.

Union Celebrates Parade: Coordinator Hinkle advised the group more than 75 invitations to march in the parade have been sent to various organizations and businesses via email and social media. Three groups have already committed to march in the parade. Food truck invitations have been extended, and four trucks have already indicated their acceptance and participation. Coordinator Hinkle will meet with representatives from Braxton Brewing to finalize their participation in the event in the next week. Mayor Solomon suggested contacting the area Homeowners

Associations to see if they would participate, and he is working on getting his local mason's units to participate as well.

City Fish Fry: Coordinator Hinkle was approached by representatives from Boy Scout Troops 702 and 805 for the annual Good Friday Fish Fry. The City provides publicity and copy services for the fish fry, along with promotion on the city website and social media. The Fry will be held on Good Friday, April 14 at Union Presbyterian Church.

Adopt A Unit: The Union Adopt a Unit group will hold their first meeting of 2017 on March 27, in preparation for the annual Zachary Salmon 5K Run at the Boone County Arboretum. Coordinator Hinkle is planning to attend this meeting and will report back to the group.

Union Night at Florence Freedom: Coordinator Hinkle met with Tim Ryan, Corporate Partnerships Executive with the Florence Freedom about holding a City of Union Night at the ballpark. A tentative date of Thursday, July 27th has been selected, and the tickets will be \$30, including an all-you can eat buffet, special seating and other amenities for the group. The Committee recommends this suggestion be brought forward to the Commission for approval.

New Business: Mayor Solomon is working with Judge Gary Moore of Boone County to facilitate a Union Golf Outing at the Lassing Green Golf Course. He will continue to work on this project, and will bring a tentative date(s) back to the group.

The Meeting was formally adjourned at 6:33 by Commissioner Mefford

The next meeting of the Communications Committee will be April 11, at 6 p.m. in the City Building. The Public is invited to attend.