

CITY OF UNION
Communications Committee
May 16, 2017

Members in attendance:

John Mefford, Commissioner

Larry Solomon

Noreen Morgan

Celeste Grimoldi

Melissa Hinkle, Communications Coordinator

Meeting was called to order at 6:04 by Commissioner John Mefford

Life's Eye Media Meeting: Celeste Grimoldi and Melissa Hinkle reviewed a presentation by Kristan Getsy of Life's Eye Media from March, regarding video production and other marketing services for the City of Union. The presentation went well, and the company offers high quality services. There is interest from the EDC in pursuing their services as the City moves toward contacting potential developers and investors for the Town Center Project. Hinkle has updated Ms. Getsy on where the city is at and further action will be taken once the city is up to full staff with a new City Administrator.

Union Celebrates Parade: Coordinator Hinkle advised that a grand marshal needs to be selected for the 2017 parade. The committee suggested Judge Froelich, Stewart Ferguson or Jim Bettus, the new manager for the Kroger Marketplace. After discussion, Mr. Bettus was selected as the first choice for Grand Marshall. Mayor Solomon will follow up with him to see if he is interested in serving in this capacity, and finalizing details. If he is unable to serve, the alternates will be contacted for interest.

Update to Adopt A Unit: Hinkle reported that the Zachary Salmon Benefit 5-K Run will be held on September 24, 2017 at the Boone County Arboretum. The Adopt-A-Unit group is working on planning details, and is actively seeking sponsorships for the race. She shared flyers with sponsorship details with the committee and asked if they know interested parties to refer them to Kim Voss.

The Florence Freedom Night: Coordinator Hinkle reported that tickets are now on sale for the City of Union Night at the Florence Freedom on July 27, 2017 at the City Building. Six tickets have already been sold, and a press release and social media campaign to promote sales has begun. Tickets will be available at the Celebrate Freedom event, by check or cash, with Credit Card sales available at the city building only.

New Business: Mayor Solomon advised that the official date for the opening of the new Kroger Marketplace will be August 24, 2017. The theme will be Old Union meets New Union to Form a More Perfect Union. The City has been asked to assist with obtaining

photos of old Union and old Union events to help with the store opening. A VIP night will be held and other events will be planned by the city to go with the opening event.

Noreen Morgan brought forth that the banners on the new city signs are hard to read. City staff will minimize copy on the signs to the bare minimum to make them more readable and use bigger fonts.

The Meeting was formally adjourned at 6:35 pm by Commissioner Mefford

The next meeting of the Communications Committee will be June 13, at 6 p.m. in the City Building. The Public is invited to attend.