

CITY OF UNION
Communications Committee
January 10, 2017

Members in attendance:

Larry Solomon, Mayor

John Mefford, Commissioner

Celeste Grimoldi

Patrick Romelli

Noreen Morgan

Melissa Hinkle, Communications Coordinator

Meeting was called to order at 6:00 by Commissioner John Mefford.

Mt. Zion Communications/Concerns: Communications Coordinator Hinkle reviewed the City's plan for communicating with residents regarding the construction at Mt. Zion/KY 536. Multiple postings and sharing of the information regarding the construction have been made on social media and on the city website. A permanent website page has been created to keep a running record of the updates received from the Kentucky Transportation Cabinet. Each update received will be dated and added to the top of the page for residents to be able to review, and also keep track of the scope of the project throughout the construction period.

Mayor Solomon also updated on concerns from a resident in Hampshire-Mr. Rankin, who had damage and disturbance from the crew at his residence. The Mayor personally visited the site and talked with the project construction manager to help alleviate his concerns. He has asked the KTC group to please be very respectful and empathetic to those residents directly affected along the construction route and to continue to work with the city to address any resident concerns. He reported they are very committed to working through any issues residents may have and working with the city to try to make the process as smooth as possible throughout the construction period.

Communication Plan Review: The committee reviewed the Communication Plan for the City of Union brought forth by Communications Coordinator Hinkle in January. Consensus of the group was that the plan was ready to bring forth for approval by the commission.

Style Guide Proposal Review: The committee reviewed the Communication Plan for the City of Union brought forth by Communications Coordinator Hinkle in January. Mr. Romelli will provide the additional information regarding logo usage and spacing to Coordinator Hinkle by the end of the month, as was discussed in December. Consensus of the group was that the plan was ready to bring forth for approval by the commission with the changes to the logo section.

Mail Chimp Service Update: Coordinator Hinkle updated the group that a plug-in for Microsoft Word had been found for the Mail Chimp email service, and that this plug-in had alleviated citizen concerns regarding readability of city communications received by email. Committee members reported that the new emails were much easier to open and read. This plug-in was a free download and, when combined with an upgrade to software, had solved the issue at no cost to the city.

New Business: Mayor Solomon brought forth the issue of updating the metal sign near the City Building entrance with the new City Logo. Romelli and Hinkle proposed a vinyl overlay of the new logo onto the sign, which will keep the cost low and not require the sign be replaced or moved. They will come forth with a proposal and tentative cost for this overlay in February.

The Meeting was formally adjourned at 6:46 by Commissioner Mefford

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