CITY OF UNION
Communications Committee
November 14, 2017

Members in attendance:
John Mefford, Commissioner
Larry Solomon, Mayor
Melissa Hinkle, Communications and Operations Director

Meeting was called to order at 6:15 by Commissioner John Mefford

Breakfast with Santa Update: Hinkle updated the group that five sponsors had been secured for the event, with two in-kind sponsors (Costco and Union Presbyterian Church) and three paid sponsorships (Celeste Grimoldi/Century 21; A&A Landscaping and Rainbow Child Care). The Santa has been secured, with Mr. Don Mathis acting as this year's Santa. Union Fire will again serve as the host location, and the Boone County Animal Shelter will be the group to receive any donations that day. Publicity has already gone out for the event, and Hinkle expects to have between 200-300 people again attend.

Increasing Union Communications: Director Hinkle reported that she has already placed the new Welcome to Union brochures in the hands of the company managing the Affinity apartments for use in their new resident packets. Her interns are developing new pieces to place on the website and to use on social media to increase awareness of the city and the city staff and officials as we head into 2018.

Signage Review: Director Hinkle reported that we still receive complaints regarding the Union signage on the new welcome signs being difficult to read. It was suggested that Mr. Romelli be consulted one-on-one to help improve the readability of the signage.

New Business: No new business was brought forward.

The Meeting was formally adjourned at 6:30 pm by Commissioner Mefford

The next meeting of the Communications Committee will be December 12, at 6 p.m. in the City Building. The Public is invited to attend.