

CITY OF UNION
Communications Committee
December 13, 2016

Members in attendance:

Matt Dowling, City Administrator

John Mefford, Commissioner

Patrick Romelli

Noreen Morgan

Melissa Hinkle, Communications Coordinator

Meeting was called to order at 6:08 by Commissioner John Mefford.

New Website Review: Communications Coordinator Hinkle reviewed the new website for the City of Union. Several broken and misdirected links have been fixed since the launch of the new site in mid-November, and Hinkle has submitted a request for an update on the Google Search for the new site to address an error message being received when a Google Search is done for the site (when the user does not know the physical web address). Patrick Romelli added that the new site will help improve our Search Engine Optimization (SEO) and Google Search Info placement.

Breakfast with Santa: Hinkle and Dowling both reported that the Breakfast with Santa was a success, with an estimated 350 people in attendance for the two-hour event. Despite chilly temperatures which limited the amount of space available for the morning, there were no major issues in holding the event. Suggestions were made to improve signage at the Fire Station for next year to help with traffic flow, which will be implemented for next year. The donations being accepted for the Boone County Animal Shelter/Steinfeld Toy Foundation were well received by the community, and this is planned again next year, with a single beneficiary recommended. This program of donations will be incorporated into the UnionCares project that has been ongoing with the city. Social Media posts are planned for three weeks after the event to highlight donations, sponsors, partners and some of the photos and letters to Santa that were received at the event.

Communication Plan: Hinkle presented a proposed Communications Plan and related City of Union Style Guide to the committee for their review. The Plan outlines the principles, objectives and audiences to whom the city communicates, and the avenues of communication that are being utilized and how those reach the citizens of the city. The Style Guide suggests standards in font, color, logo and other aspects of graphic and word design to help the City better define and control their branding as development moves forward. The committee was asked to review the documents and return with suggestions at the January meeting.

City Signage Projects: Administrator Dowling updated on the delivery of the new signs for the City of Union. The signs will be installed as soon as weather permits, with the sign at Gunpowder to be delayed as to not interfere with construction on Mt. Zion Road. The group was also asked to consider the future of a monument sign, located at the intersection of US Highway 42 and Old Union Road (commonly referred to as the Triangle). Because of potential costs of constructing such a sign, Commissioner Mefford asked that the matter be tabled to see what community response is to the new advertising sign and study what signage needs, if any, remain for the City after those are installed and in use.

The Meeting was formally adjourned at 6:50 by Commissioner Mefford

The next meeting of the Communications Committee will be January 10, at 6 p.m. in the City Building. The Public is invited to attend.