

CITY OF UNION
Communications Committee
July 11, 2017

Members in attendance:

John Mefford, Commissioner

David Plummer, City Administrator

Melissa Hinkle, Communications and Operations Director

Meeting was called to order at 6:10 by Commissioner John Mefford

Introduction of new CAO David Plummer: Item was tabled to next meeting, as no one was present who had not previously met Mr. Plummer.

Union Celebrates Parade and Event Review: Director Hinkle reported that the event was a success with a record attendance of more than 3,700. She personally talked with several vendors who were excited about their food sales for the evening and have asked to attend next year. One complaint was the lack of a drink-only station, given the heat. One vendor suggested contacting a local group to provide this as a "fund raiser" for their organization. Commissioner Mefford and Director Hinkle both recommended contacting the Ryle HS Track and Field team to see if they might be interested in running a water station at the 2018 event as a team fundraiser. Mefford will follow up with the Ryle Coach to see if he and his team would consider providing this service.

The Florence Freedom Night: Director Hinkle reported slow ticket sales for the Freedom event, but is hopeful that people will be deciding last-minute to attend, as the summers are busy for many, especially those with family. She will continue to market the tickets aggressively.

New City Brochures: Director Hinkle showed copies of the printed City of Union Brochure. Now that the city staff is back to full-strength, the brochure was updated with contact information for new members and sent to print. The brochure has been well received and will be available for distribution at various events, including the Union Fire District Open House and at the Boone County Senior Picnic.

Signage Issues: Director Hinkle reported that she is still receiving complaints about readability of the temporary Union event signs on the new city signage. She has tried increasing the font and limiting the signs to no more than 15 words, but is still receiving complaints regarding their ability to be read. Commissioner Mefford requested that she send this issue to Patrick Romelli, who designed the City Signs, to see if he had any ideas or suggestions to improve the ability to read the important information.

The Meeting was formally adjourned at 6:20 pm by Commissioner Mefford

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