

**CITY OF UNION**  
**Communications Committee**  
**October 26, 2016**

**Members in attendance:**

**Matt Dowling, City Administrator**

**John Mefford, Commissioner**

**Patrick Romelli**

**Celeste Grimoldi**

**Melissa Hinkle, Communications Coordinator**

Meeting was called to order at 7:05 by Commissioner John Mefford.

**Current Communications Review:** Communications Coordinator Hinkle reviewed the current social media progress for the City of Union. The City has a small, but steady increase in followers on both Facebook and Twitter, and we have had good engagement with other users. Hinkle reported that a City of Union LinkedIn and Google+ page have also been created. She updated on the Ribbon Cutting event at Union Salon Suites, and updated the group on the early planning phases for the Breakfast with Santa event.

**City Signage Projects:** Administrator Dowling updated on the request for a redesign for the banner display signs for the City. The design will be modified to have an open center to display the banners created by the Boone County sign department for the City. Romelli will take that request to the vendor and report with an updated design and cost for this change. Dowling also reported that he has located a vendor to repair damage to a monument sign at one of the area subdivisions, and this vendor is willing to help give preliminary estimates and advise to the group when we proceed to a monument sign in the future.

**Welcome Brochure Review:** Hinkle presented a preliminary design for a tri-fold brochure to be used as a welcome for the City of Union and to provide information to new residents or people interested in moving to or developing businesses in the City. The committee reviewed and made a few suggestions which Hinkle will incorporate into the design. This brochure will then be presented for approval to proceed to printing.

**City Website Redesign:** Romelli presented the new design and new platform for the City of Union website. Romelli has helped migrate the current site to a WordPress platform, which is more user friendly and easier to maintain than the current Joomla site. The information has been simplified, and reorganized to create a more user-friendly experience, and the WordPress site will also allow for a more mobile friendly experience

for the user than the current site. Hinkle, Dowling and Romelli will review and make final changes and bring the site online following approval.

**Crisis Communication Planning:** Hinkle presented a preliminary outline to help in developing a formal Crisis Communication Plan for the City of Union. Commissioner Mefford suggested obtaining a copy of the Boone County Crisis Plan and to align the City plan with that document as well. Hinkle and Dowling will continue to flesh out the plan and work with the commission to develop a training and implementation plan for the final document. Dowling also emphasized that the City of Union is in process of developing an overall communications and branding plan and those elements will also be incorporated into future city documents, policies and procedures as needed.

**Future Meetings:** Grimoldi requested that we set a formal date and time for meetings. After group discussion, the recommendation was made to set regular meetings on the Second Tuesday of every month at 6 p.m. Hinkle will send out calendar reminders for these meetings to the Communications Committee, and continue to post public notices for each meeting as required by State Law.

The Meeting was formally adjourned at 6:55 by Commissioner Mefford