

CITY OF UNION
Communications Committee
April 3, 2018

Members in attendance:

John Mefford, Commissioner

Larry Solomon, Mayor

Travis Schraffenberger

Celeste Grimoldi

David Plummer, City Administrator

Melissa Hinkle, Communications and Operations Director

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

Oath of Office: Mayor Solomon conducted the oath of office to formally swear in Travis Schraffenberger as a member of the committee. Schraffenberger has been a member of the committee for many years, but a formal swearing in had not been conducted.

Easter Egg Hunt: Director Hinkle reported that 177 children signed up to participate in the door prize drawing at the Easter Egg Hunt, an increase of 52 over the previous year. More than 375 confirmed their attendance through the online ticket site at Eventbrite, indicating a large crowd did attend. Discussion was had about purchasing more eggs to hunt next year, and Hinkle cautioned that the bad weather the week prior, which cancelled or delayed several other area Egg hunts may have contributed to the large crowd. She advised purchasing additional toy filled eggs to hold in reserve for the hunt if needed, but that they could be held over for another year if not needed, whereas candy would spoil or ruin in the timespan between hunts.

Union Celebrates America: Director Hinkle reported that she has confirmed all of the 2017 vendors to attend again in 2018, and that Boone County Distillery will be vending bourbon and drinks at the event this year, in addition to Braxton Brewing. Schraffenberger asked about the Civil Air Patrol leading and participating in the parade, and Hinkle advised Colonel Henson was working on it, but this was going to be an encampment weekend, so they may not be able to fully participate. She asked they advise if they would not be able to provide a color guard so other arrangements could be made. Schraffenberger thought perhaps Boy Scout Troop 1 of Florence may be able to provide the service if the CAP cannot. Commissioner Mefford asked about the Ryle Band, and Hinkle advised that the event will again be during the KSHAA "Dead Period" making participation of most school groups unlikely. In addition, school groups have been affected by funding cuts to summer activities, and most do not attend these types of civic events. She indicated that she had contacted Simon Kenton, Cooper, Conner, and Ryle last year and all had turned down invitations to march in 2017, but she would try again to secure a marching band. Mayor Solomon suggested

playing music in vehicles, but Hinkle did note that citizens had complained about that practice in 2017.

Discussion was held about inviting Holly Spears, a local singer whom Commissioner Eric Dulaney had seen perform, to do an opening act for the UCA event. However, no budget is available for her performance fee, and City Administrator Plummer, who performs in an area band, felt it might be insulting to ask her to perform for free, and could be considered in poor taste to invite an opening act for the Wulfe Brothers Band after they had signed a contract to perform. The Communications Committee decided to recommend sticking with the Wulfe Brothers as contracted and not pursue other acts at this time.

New Business: City Administrator Plummer presented a proposal for Communication Services from Strategic Advisors to provide communication services for the Union Town Plan and the City of Union. This group has extensive experience in Northern Kentucky, and has worked with other NKY governments and civic projects. They have experience in working in Frankfort to leverage potential support, and can advise on a strategic approach to promoting the Town Center concept to citizens and potential developers/investors. The proposal includes an initial two-month fee, with an option to renew month-to-month. After discussion, the Committee moved to bring the proposal to the May Commission meeting for formal approval. City Administrator Plummer will ask the group to come and present their services and answer questions at that meeting.

The Meeting was formally adjourned at 6:59 pm by Commissioner Mefford

The next meeting of the Communications Committee will be April 3, at 6 p.m. in the City Building. The Public is invited to attend.