

Minutes

Branding & Wayfinding Advisory Committee

December 7, 2017

Committee Chairman, Paul DiNocco, called the meeting to order at 6:03, in the Director's Conference Room of the Savings Bank, 357 Main Street.

Members Present: Paul DiNocco, Edward Dombroski, Steve Maio, Richard Stinson, Lt. Stephen Skory, Daniel Benjamin, Robert DiBella, Michael Wolnik, Laurie Hunt, Jeff Klapes, Susan Wetmore, Sandy Doody, Connor Beebe, Kaitlin Dolan, and Tom Watson. Also present: Claire Moss and the Town Planner.

The Chairman asked everyone to introduce themselves.

The Chairman then turned the meeting over to Mr. Favermann, Favermann Design. Mr. Favermann repeated his introduction to branding and wayfinding presentation that he gave to the Wakefield Town Council on August 14, 2017. This video is available for viewing on the town's website or can be found if Google, YouTube Wakefield Board of Selectmen August 14, 2017 and scrolling one hour and fourteen minutes into the video of that evening's meeting.

Following the presentation, Mr. Favermann answered questions from the committee, explained the advisory committee's role in developing (what he called) the kit of parts and discussed how he had worked with other communities.

The best date and time for the next meeting was discussed.

The meeting adjourned at approximately 9:00.

Minutes APPROVED on June 27, 2018