

Minutes

Branding & Wayfinding Advisory Committee

June 27, 2018

Committee Chairman, Paul DiNocco, called the meeting to order at 7:00, in the Director's Conference Room of the Savings Bank, 357 Main Street.

Members Present: Paul DiNocco, Edward Dombroski, Steve Maio, Richard Stinson, Colleen Getty, Daniel Benjamin, Robert DiBella, Elaine Guaetta, Laurie Hunt, Jeff Klapes, Susan Wetmore, Jack Palano, Sandy Doody, Connor Beebe, Tom Watson and the Town Planner. Also present: Peter May, Jim Scott, Bob Mailhoit, Chris Carino, Bob McLaughlin, Robert Mitchel, Marissa Hoffman, Julie Scott, and another.

1. MINUTES OF PREVIOUS MEETINGS

The Chairman followed the agenda and began with adoption of minutes of previous meetings. Draft minutes of the first three meetings were posted online and distributed to the members within a week after each meeting. The meeting of May 23, 2018, concluded with the promise that an additional sepia/red color scheme would be prepared and distributed with the minutes for a member-poll. The minutes were distributed on June 13, 2018, and most committee members responded, e-mailing a color preference to the Town Planner. The poll is discussed below.

Mr. DiNocco requested a votes to adopt the minutes. Concerning the minutes of both December 7, 2017, and February 1, 2018, meetings, no one offered any amendments. Separate motions were made by Rick Stinson to accept the minutes as presented; Jeff Klapes seconded both motions; and the votes were unanimous to adopt the minutes.

For the minutes of the March 15, 2018 and May 23, 2018 meeting, Rick Stinson made the motions to accept the minutes as presented. Steve Maio seconded the motions, and the votes were unanimous to adopt the March and May meeting minutes.

2. COLOR AND IMAGE/THEME FOR KIT OF PARTS

Next on the agenda was a discussion of the colors and image/theme for all the sign types (the kit of parts). Concerning the background colors to be used throughout the kit of parts, the Town Planner distributed a chart recording each member's vote from the June 13, 2018, e-mail poll, Attachment 1. No one voted for the sepia/blue color scheme. The poll was conclusive: four committee members preferred the brighter, Wakefield High School Warrior red, while the majority (eight members) preferred a darker, burgundy, big "W" red. Mr. Favermann explained the burgundy red, in the sign industry, is best identified as PMS 201. PMS being the Pantone Color Matching System, and the number, 201, the specific red from the Pantone Color Chart. Ed Dombrowski made a motion to adopt PMS 201 as the red to be used throughout the kit of parts, Elaine Guaetta seconded the motion, and the vote was unanimous.

Rick Stinson raised the issue of maintaining the signs once installed. Mr. Favermann presented two options for the frames and sign posts. They will be painted in the fabricator's paint booth either black or the PMS 201 red. Mr. Stinson requested all the posts be black to match the town's existing light posts, traffic signal supports, and most of the town's street furniture. He reasoned: If the finish is damaged, in-house crews could easily re-touch black posts. Mr. Favermann presented slides of alternative schemes of red versus black posts and frames for the kiosks for the discussion. After further persuasive reasoning by Mr. Stinson, Ed Dombrowski made a motion to adopt black as the color for all the posts in the kit of parts and the kiosks frames. Laurie Hunt seconded the motion, and the vote was unanimous.

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Mr. DiNocco requested a motion to approve the branding image for all the signs. Motion was made by Rick Stinson, seconded by Laurie Hunt that the image of Wakefield's skyline as viewed from across Lake Quannapowitt be the branding image for the kit of parts; he specifically cited the illustration, Attachment 6, minutes of May 23, 2018. The motion was then extensively debated. A small group lead by Colleen Getty thought the bandstand (see Attachment 4, minutes of May 23, 2018) was a better choice. The majority, however, supported the skyline image. The Town Planner asked Mr. Favermann to review image that would become the town's brand. On May 23rd, Mr. Favermann presented a new photograph, Attachment 1, May 23, 2018, minutes, as a photograph that the town could copyright as the town's branding image. However, the skyline silhouetted in the new photograph, is different from the image used in all the illustrations and referenced by the Stinson/Hunt motion: trees obscure a prominent church steeple. Mr. Favermann said he would review the photographs and find the Attachment 6 image where the two church steeples, the flag pole and the bandstand are all silhouetted against the sky and not hidden by trees. After the discussion the vote was **12 to 3** to adopt the skyline the branding image. Committee members: Richard Stinson, Laurie Hunt, Edward Dombroski, Daniel Benjamin, Robert DiBella, Jeff Klapes, Susan Wetmore, Jack Palano, Sandy Doody, Connor Beebe, Tom Watson, and Paul DiNocco voted for the skyline. Colleen Getty, Steve Maio and Elaine Guetta maintained the bandstand was more memorable as the town's branding image.

3. REPORT ON KIOSKS DESIGN & PLACEMENT

The next item on the agenda was a report on the parallel effort by Main Street Inc.'s to fabricate and install the kiosks. Mr. Favermann presented a slide of the two-sided kiosk drawing with a photograph inserted of the recently fabricated, but unpainted, top panel; it was cut with a profile approximating the bandstand's roofline. A large crossed-w (W) cut-out was centered in the panel. The cut-out allows light to pass through. Connor Beebe asked how extensively the crossed-w would be used in the town's branding message. Favermann answered: Thus far, only on the top panel of all the kiosks.

Several people attending the meeting were concerned about the size of the kiosks and the locations chosen for their installation. They especially objected to one kiosk, the kiosk with a digital display that was planned for the lower Common at intersection of Church and Lake Avenue. Mr. DiNocco explained that the Branding and Wayfinding Advisory Committee was appointed by Town Council to work with Favermann Design to develop and the brand-image and kit of parts; the Committee can and did recommend locations for the kiosk, but the advisory committee does not have the authority to approve the kiosks locations. It is the Wakefield Town Council that has sole control of the placement of light poles, traffic signs, electric and cable wires and poles, banners, and now the kiosks in the town's public ways. He referenced the Town Council meeting of May 31, 2018, where the kiosk locations were discussed. Mr. Favermann and Bob Mailhoit, Chairman of Wakefield's Main Streets presented the kiosk designs and locations at a Town Council meeting and Town Council debated and voted to locate the kiosks in the locations as requested by Main Streets. Mr. DiNocco further explained that, like the benches installed last year, Main Streets was again a private-nonprofit entity that obtained the funding and is responsible for the parallel effort to design and install the kiosks. Julie Scott objected to the digital kiosk planned for the lower common; she requested reconsideration of a digital display on the common. She requested more public input before such decisions are made. Ms. Scott suggested locating the digital kiosk at the commuter rail station would better accomplish Main Streets' objectives.

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4. NEXT MEETING

The next meeting was scheduled for August 21st at 7:00 in the same Director's Conference Room of the Savings Bank, 357 Main Street. Mr. Favermann indicated the discussion would be focused on the best locations for each sign type in the kit of parts.

5. ADJOURNMENT

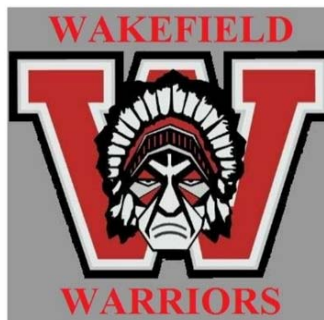
The meeting adjourned at 8:15.

Minutes APPROVED on August 21, 2018.

Wayfinding & Branding Committee Poll

Should the color be Blue or Red ? If Red, which red ?

	Blue		Red	
	Blue	Red	Warrior red	Big "W" red
Maio	X	✓	X	✓
DiNocco	X	✓	✓	X
Dombrowski				
Reavis	○	○	○	○
Stinson	X	✓	✓	○
Moss	○	○	○	○
Skory	X	✓	○	○
Showers	X	✓	X	✓
Getty	X	✓	X	✓
Benjamin	X	✓	X	✓
DiBella	X	✓	○	○
Guaetta	X	✓	○	○
Terry	○	○	○	○
Hunt	X	✓	✓	X
Klapes	X	✓	X	✓
Wetmore	X	✓	X	✓
Palano				
Doody	X	✓	X	✓
Beebe	X	✓	X	✓
Farrell	X	✓	○	○
Watson	X	✓	✓	X
VOTES	0	16	4	8



Warrior Red



Big "W" Red

Final votes as of meeting time on June 27, 2018.