

# Minutes

## Branding & Wayfinding Advisory Committee

February 1, 2018

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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, Colleen Getty, Daniel Benjamin, Robert Dibella, Elaine Guaetta, Laurie Hunt, Jeff Klapes, Susan Wetmore, Jack Palano, Connor Beebe, Kaitlin Dolan, and Tom Watson.

The Chairman asked everyone to reintroduce themselves.

The Chairman then turned the meeting over to Mr. Favermann, Favermann Design.

Mr. Favermann explained his information gathering exercise that he called an idea-a-thon. After finding a volunteer with blackboard skills to write comments on flipcharts, he began.

### **First Question:** What is Wakefield?

He explained that he wanted a place that exemplified Wakefield. If you gave directions, told someone what to enter into their GIS device, what would that Destination be? **“What symbolizes Wakefield?”**

The Lake	Library Beehive	Hartshorne House Little
Hiker Statue	Odd Fellows Building	Red Schoolhouse
Gazebo/Bandstand	Saving Bank Clock	Railroads/trains
Gateways-Pillars	The Rockery	WWII Memorial
Blue Police Cars Common	Warrior	
Vets memorial Park	The Depot	
Farmers Market	Rattan	

### **Second Question:** “What, one word, describes Wakefield?”

Community	Lake	Residential	Supportive
Convenient	Trees	Patriotic	Healthy
Historic	Events	Evolving	Accessible
Underrated	Striving	Safe	Active
Destination	Junction	Local	Participatory
Walkable	Collaborative	Home	Proud
Scenic	Loyalty	Serene	

### **Third Question:** “What, two words, describe Wakefield?”

Multi-generational	Increasingly Diverse	Fiscally Sound
Hidden Gem	Historically Significant	Well Located
Natural Beauty	Good Neighbors	Environmentally Friendly
Water Supply	Great Value	Dedicated Citizenry
Close Knit	Commuter Rail	Embracing Technology
Good Education	Great Restaurants	Daily Paper
Family Oriented	Good Humored	
Arts/Culture	Beautiful Vistas	
Well Kept	Community Roots	

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### **Fourth Question: “What, three words or more, describe Wakefield?”**

Down to Earth	Volunteer Driven
Heart of... . . . . .	Desirable Place to Live
A Welcoming Community	Driven to Give Back
Most Enterprising Community ...	Community Banks Support
Embracing the Past and the Future	One Car by Choice
Loyal to the Community	A Caring Community
Great Place to Raise a Family	Middle-Middle Class
Place of Permanence	It’s a Great Day to be a Warrior
Award Winning Band	
Balanced Cultural Life	
Something for All Ages	
Destination by the Lake	
Largest 4th of July Parade (New England)	
Awarding Winning TV station (WCAT)	

### **Fifth Question: “What are the colors of Wakefield?”**

Red, White, Gray  
Fall Colors  
Green (various shades)  
Blue (lakes)  
Yellow

### **Sixth Question: “What kind of Public Art should Wakefield have?”**

Temporary  
Permanent  
Interactive  
Functional  
Invention

Mr. Favermann welcomed any additional thoughts. The list will remain open to public input.

The next meeting was scheduled for March 15, 2018 at 7:00 in the Director’s Room, 357 Main.

The meeting adjourned at approximately 8:20.

Minutes APPROVED on June 27, 2018