

# Minutes

## Branding & Wayfinding Advisory Committee

### March 15, 2018

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Committee Chairman, Paul DiNocco, called the meeting to order at 7:08, in the Director's Conference Room of the Savings Bank, 357 Main Street.

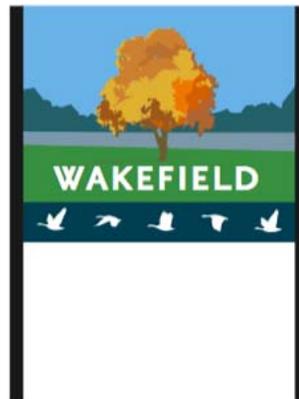
**Members Present:** Paul DiNocco, Edward Dombroski, Richard Stinson, Lt. Stephen Skory, Daniel Benjamin, Robert DiBella, Elaine Guaetta, Susan Wetmore, Jack Palano, Kaitlin Farrell, Sandy Doody, and the Town Planner.

The Chairman turned the meeting over to Mr. Favermann, Favermann Design. Mr. Favermann reviewed the previous two sessions, showing slides of the town and repeating the key words and phrases the group thought (on February 1, 2018) described and characterized Wakefield.

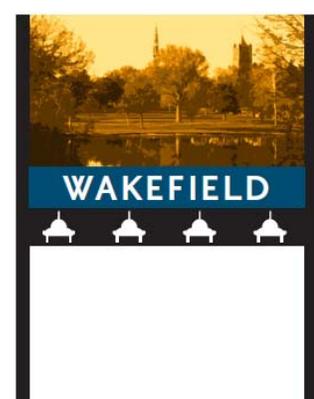
The three image / themes (below) were presented one-at-a-time. As Mr. Favermann presented each theme, he described the evolution of his thinking and how the images related to the committee's key word and visualization exercise. The presentation of each image / theme concluded with a discussion of the complete signage set that could evolve from the themes presented. See three pages attached.



**The Bandstand**



**Tree by the Lake**



**Vista of Town Across Lake**

The committee expressed a strong preference for the Vista of the Town from Across the Lake theme. Mr. Favermann further described the additional work needed to develop this theme. The photograph is a sepia-toned image. A finely detailed, digital photograph is needed for production of the final products. This spring, as the trees leaf-out, a professional photographer would be employed to capture the best photograph. Additional refinements to this theme and the entire set of signs would be presented at the next meeting.

Mr. Favermann previewed the kiosks that are being developed under a separate contract with Main Street. The committee expressed interest in digital information screens, rather than all static

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graphics. While the expenditures for the kiosks are controlled by Main Street, the themes and colors should all tie together.

Possible dates for the next meeting were suggested, April 25 or 26, but no decision was made. Committee members would be contacted to arrange the next meeting.

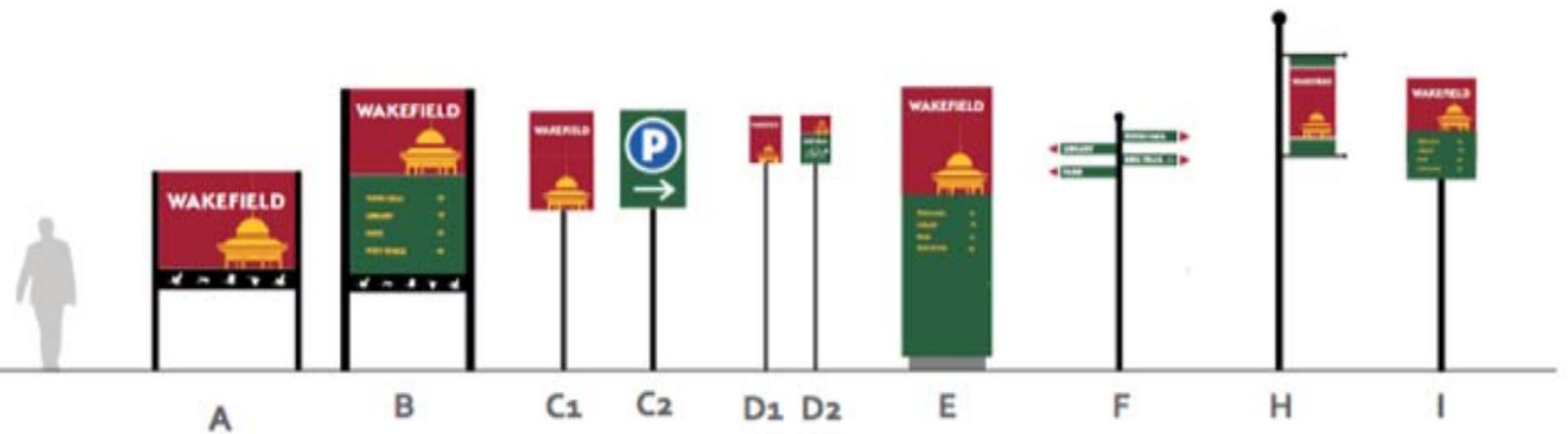
Mr. Favermann welcomed any additional thoughts.

The minutes would be distributed and posted on the town website for additional comments.

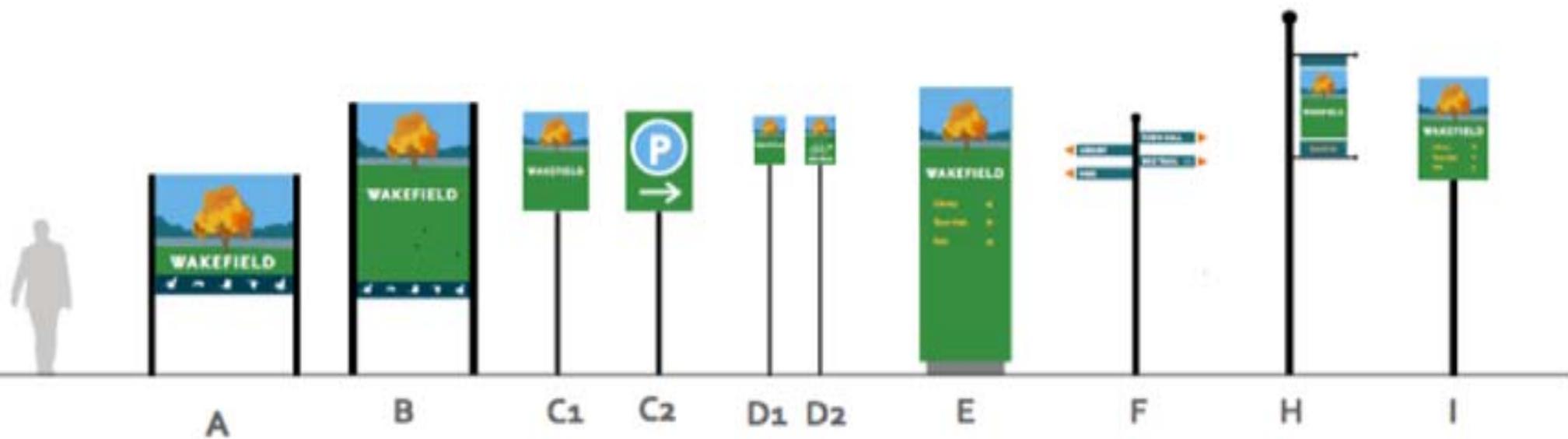
The meeting adjourned at approximately 8:10.

Minutes APPROVED on June 27, 2018.

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