

**Manchester-By-The-Sea  
Wayfinding Task Force Mtg**

**Minutes for Meeting #4-Review of Branding Options**

**Day and Date: May 7, 2024**

**Time: 6:00 P.M.**

**Location: Virtual**

Meeting called to order at 6:05 P.M.

In attendance were members Marlene Dolan, Becky Jaques, Rosemary Costello, Becky Jaques, Ruth Fitzgerald, Beth Panangos, Lauren Bunker and Mark Favermann (consultant to the project).

Also in attendance were Marc Resnick, Tiffany Marletta, Jim Brown, Gar Morse, Sue Thompson, Coleen Murdoch

- April 8 Meeting Minutes were approved.
- Marlene set the context and objectives for the meeting and turned the meeting over to Mark Faverman.
- Mark Faverman presented 3 basic different options for branding MBTS wayfinding signage. The committee discussed pros and cons of all and asked for another option as well as some revisions to one of the options presented at the meeting.
- Agreed to a follow-up meeting date of May 22 or 23 to review revised branding options and finish selecting 2 branding options to present to the Select Board in June. New options would be sent to the team prior to the May 22 meeting allowing them to review them personally and be ready to discuss at the next meeting.
- Participants were reminded of the open meeting law which prohibits discussing the business of the committee outside of a regular meeting.
- Reviewed remaining meeting plan, deleted the Cricket Article deliverable, and discussed how we'd pursue scheduling a meeting with the Planning Board. Marlene took the action to contact Sarah Creighton, acting head of the Planning Board.
- Meeting Adjourned at 7:40

Respectfully Submitted,

Marlene Dolan, Lead  
MDA Wayfinding Task Force