



PLANNING AND SUSTAINABILITY • CITY OF NORTHAMPTON

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Northampton Wayfinding Ideate Committee

Meeting #2

11:00 AM, Thursday October 20, 2016

City Hall Hearing Room, Room 18, Second Floor, 210 Main St, Northampton

Invited	Status	Representing
Suzanne Beck or Kristin Cole	Confirmed member	Greater Northampton Chamber of Commerce
Amy Cahillane	Confirmed member	Downtown Northampton Association (DNA)
Peter St. Martin	Confirmed member	Sylvesters, Robertos, DNA
	Vacant	
Brian Foote	Confirmed member	Northampton Arts and Culture Dept
Donna LaScaleia or designee	Confirmed member	Northampton Dept. of Public Works
Jody Kasper	Confirmed member	Northampton Police Department
Wayne Feiden	Confirmed member	Northampton Planning & Sustainability
Nanci Forrestall	Confirmed member	Northampton Parking
Terry Masterson	Confirmed member	Northampton Economic Development
Lyn Simmons	Confirmed member	Northampton Mayor's Office
Carolyn Misch	Sometime observer	Northampton Planning & Sustainability
Louis Hasbrouck	Sometime observer	Northampton Building Dept.
Mark Favermann	Consultant	Favermann Design

Agenda

1. Minutes of August 23, 2016 (first committee meeting) and September 20, 2016 (public forum)
2. Follow up on public forum on Northampton branding
3. Follow up on millennials focus group on Northampton branding
4. Consultant/committee brainstorming on brand and the wayfinding process
5. Set schedule of agenda and times for next committee meeting
6. Adjourn

