



PLANNING AND SUSTAINABILITY • CITY OF NORTHAMPTON

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Northampton Wayfinding Ideate Committee-- MINUTES
3:00 PM, Tuesday August 23, 2016 (first meeting)
City Hall Hearing Room, Room 18, Second Floor, 210 Main St, Northampton

Attended	Status	Representing
Suzanne Beck <input checked="" type="checkbox"/>	Member	Greater Northampton Chamber of Commerce
Amy Cahillane <input checked="" type="checkbox"/>	Member	Downtown Northampton Association (DNA)
Peter St. Martin	Invited	Sylvesters, Robertos, DNA
	vacant	
Brian Foote	Member	Northampton Arts and Culture Dept
Donna LaScaleia <input checked="" type="checkbox"/>	Member	Northampton Dept. of Public Works
Chief Jody Kasper <input checked="" type="checkbox"/>	Member	Northampton Police Department
Wayne Feiden <input checked="" type="checkbox"/>	Member	Northampton Planning & Sustainability
Nanci Forrestall <input checked="" type="checkbox"/>	Member	Northampton Parking
Terry Masterson <input checked="" type="checkbox"/>	Member	Northampton Economic Development
Lyn Simmons <input checked="" type="checkbox"/>	Member	Northampton Mayor's Office
Mark Favermann <input checked="" type="checkbox"/>	Consultant	Favermann Design

Agenda

1. Introductions (consultant, committee members, observers): Mark Favermann, Favermann Design, and all committee members introduced themselves.
2. Purpose of the project and consultant scope of services: Mark Favermann and Wayne Feiden explained the purpose of the project and Favermann Design's assignment.
3. Consultant outline of project approach: Mark Favermann presented a summary of branding approaches, precedents, and other wayfinding projects. (Presentation slides available at www.NorthamptonMA.gov/Plan under public file cabinet.)
4. Committee brainstorming: The Committee decided that they wanted the next meeting, the ideate brainstorming, to be the first public forum for the project.
5. Set schedule of agendas and times for future committee meetings: The committee set the public forum for 6:00 PM Tuesday September 20, 2016 [City Council Chambers] and the next committee meeting for 10:00 AM Tuesday October 11, 2016 [City Hall Hearing Room].
6. Adjourn: The committee adjourned at 4:30 PM.

