



Meeting Minutes

Town of Scituate, Massachusetts
Economic Development Commission
Tuesday, May 5, 2015
Location: The Scituate Town Hall

The meeting was called to order at 7:00 PM

Subject

Workshop community branding session for Scituate

Members attending:

Colin McNiece, Ann Burbine, Paul Kukstis, Nolan Kelly, Monte Newman

Visitors:

Mark Favermann, President, Favermann Design, Chris Scanzilla, resident, Ted Brovitz (EDC).

Mr. Favermann made a presentation detailing the process involved with the development of a Community/Urban Branding campaign only one element of which includes Way Finding signage. He provided example of work undertaken in other communities.

The branding options available include a wide range of options from crosswalks, lighting and kiosks to murals, street benches and even bike racks.

Time was also devoted to a word association exercise to start the process of defining a profile for Scituate.

Mr. Favermann will report back on his recommendations with examples at our June 10, 2015 EDC meeting.

The meeting was adjourned at 9:00PM

Submitted: Monte Newman
Secretary - Scituate Economic Development Commission

