

SPECIAL MEETING- Branding Implementation Sub-Committee

Monday 2 March 2020 – 2:30 p.m.

Merrill Seney Community Room

Thompson Town Hall

Minutes

Attending: R. Waldron (Chair), B. Loffredo, C. Obert, T. Penn-Gesek
Additional attendees: K. Giansanti & J. Guskowski (CME); K. Durlach, D. Ostrowski, P. Provost (Trails), L. Munshower (Dir. Recreation)

- 1. Call To Order:** Chair Waldron calls the meeting to order at 2:40 p.m.
- 2.** K. Giansanti and J. Guskowski present a powerpoint titled “Stakeholder Input” Thompson Signage and Wayfinding. Opens with “What is Wayfinding?” *The ability to navigate a Town is vitally important to its economic prosperity. Visitors to a community need to be able to orient, find local services and points of interest, and feel they can safely travel to their destination by whatever mode (transit, automotive, bicycle or pedestrian) selected.*
- 3.** General discussion of priorities: more than one person asks if Thompson signs can “piggyback” onto existing state signs (e.g. by incorporating Thompson municipal logos). It is suggested that some thought should be given to identifying the deficit in existing signs, and filling in those gaps (e.g. welcome/gateway signs, bike route signs).
- 4. Key Destination Locations:** A list had been compiled in the time period between meetings, identifying key destinations or “decision making” points. 27 destinations were identified, several having multiple locations within them (e.g. Riverside Park had several sub-locations identified as potential locations for different types of signs, but would be considered a single destination).
- 5. Signage Ideas & Overall Project Design Direction:** several types of signs are identified: Gateway Signs, Historic Signs, Pedestrian Signs, Auto Signs, Bike/Trails Signs, Attraction Signs. Some types of signs could potentially have overlapping functions. Prioritization seemed to coalesce around a certain number of Gateway signs (Welcome to Thompson) at highway on/off ramps and at the MA line and the Putnam line on Routes 131/12; and signs to direct visitors to known common destinations (The Air Line Trail/Train Wreck Site/Tri-State Marker; Riverside Park; Thompson Common; West Thompson Dam).
- 6.** There was general discussion of how to use a wayfinding program to promote other Thompson assets, specifically attractions which are also private businesses (Speedway, “forward facing” area farms). No specific resolution was agreed upon, other than an agreement that the topic would come up in a later phase of the rollout.

- 7. Wayfinding Workshop Logistics:** In order to keep to the proposed schedule in the CME contract, the best date for the public workshop described in that contract would be Weds 15 April at the Public Library. This would have to be a substitute for the regular EDC meeting. T. Penn will reserve the room for the date. Other details will be determined later.

- 8. Sidebar:** Giansanti & Guskowski have a meeting with the NPS consultants for the Train Wreck Park project during the week of 9 March. T. Penn will attend if the scheduling can work out.

Adjourned 4:00 p.m.