

Ashland Downtown Revitalization Collaborative Meeting Minutes 11/3/2014

Opened meeting at 7:03

Members present: Michael Mokey, Michael Herbert, Sara Hines, Judith Sallet, Bill Goldberg, Steve Mitchell, Andrea Green

Finance Committee Advisor: Maribeth Morrissey

No minutes were presented for approval.

Members looked at the draft signage designs, confirmed that the color choice had been made and discussed the need for getting the existing town seal re-worked so it looks right as a one color logo. Members suggested names of several local graphic artists to be contacted. A professional illustrator with experience is preferred.

Members looked at examples designed by Brian Pearce of Omloop of slide-in event signs with 3, 4 and 5 panels and voted to unanimously to go with 4 panels.

Mr. Mitchell discussed the need for a matching design for a sign to recognize and honor deserving citizens. Ms. Green will remind Mr. Pearce to get that to the board. Mr. Mitchell also presented the current BOS policy for approving sandwich board signs and asked for input for a new policy for the event panels.

Ms. Hines stated that the colors on event signs could be limited to the palette developed by Omloop through the design process.

A hand-out sheet for Town Meeting voters with bullet point information and a visual showing the new signage styles was presented by Ms. Green and was unanimously approved for use at TM. Ms. Green submitted a short written description of the signage project to the Capitol Committee for use in their hand out.

The board discussed whether it would be appropriate in the near future for us to administer, along with the ABA, grants for facade improvements for downtown businesses. Mr. Mokey cited the results of 2013 public outreach that specified that the next DRC project was to be median upgrades and plantings. Mr. Herbert commented that the town hoped to work with the local banks to put a plan in place to finance improvements. At this time no decision was made.

Next steps:

Firm up choice of signs for Phase 1. Get Seal re-design done.

Next meeting date: Dec. 8, 2014

Meeting adjourned at 9:05

Respectfully submitted by Andrea Green, Chair