

## **RECREATION TRAILS COMMITTEE MEETING MINUTES**

### **MARSHFIELD TOWN HALL – Planning Board room**

The meeting was called to order at 7:12pm March 15, 2018

**IN ATTENDANCE:** Linda Cincotti, Vicki McPherson, Keith Rice, Ned Bangs, Steve Goodhue, Bert O'Donnell, Bill Grafton

**ABSENT:** Roger Whidden

**APPROVAL OF MINUTES:** The minutes of the RTC meeting of 3-1-18 were discussed and amended. Then they were unanimously approved.

**OLD BUSINESS:** Viki McPherson updated the committee on her communication with the two vendors who submitted proposals for the graphic design and manufacturing of the signage for the trail head kiosks. She notified both vendors that Mr. Brenner's company was chosen by the RTC as the vendor for the signage. Mr. Brenner said that he was ready to start this project and just needed information from the committee in order to get started. Keith Rice notified the committee that he had spoken to Tom Greland, MHS instructor, concerning Mr. Brenner's company being chosen as the signage vendor. Tom mentioned that he would speak with Mr. Brenner about his method of mounting the kiosk signage to the kiosk structure. Tom wanted to ensure that his preferred mounting process was doable. Keith also told the committee that Tom was excited about starting this project and was hoping to begin soon. To that end, the committee decided that at this time, they would focus on discussing, developing and hopefully voting on all the features needed to create a logo for the RTC. Before beginning the logo discussion, Viki McPherson reminded the committee that a presentation to the Open Space Committee needed to be scheduled for the next Open Space meeting on March 29<sup>th</sup>. The committee discussed possible elements that could enhance that presentation and the presentation at the Town meeting in April. Keith and Bill Grafton put forth the idea of creating a short video or photo board showing the high school students working on the kiosk construction. Ned Bangs volunteered to present at the Open Space Committee meeting. Linda Cincotti also stated that she would also attend that meeting.

One of the first steps in creating the RTC logo was discussing if the present Conservation Commission logo, designed by past Marshfield Conservation Commissioner Warren Harrington, accurately reflected the concept that the RTC envisioned for its logo. After much discussion, the committee voted to accept that logo's concept and design as good starting point in constructing the RTC logo. The committee then discussed the color and shape features that were preferred. The current logo's round shape was retained as was the various shades of green of the present logo. The logo content was then discussed. The committee was able to create three different prototypes for the logo content. These three options were discussed and voted on. Option # 1 was keeping the present logo content and design. Option #2 was eliminating all language on the current logo and replacing it with "Recreation Trails Committee" circling within the top outer circle and, "Conservation Commission" circling within the bottom of the outer circle. Option #3 was eliminating all language on the current logo and replacing it with "Recreation Trails Committee" and "Conservation Commission" within a new area which follows the

shape of the current line of the land. These 3 options would be given to the graphic designers at Mr. Brenner's company. In Mr. Brenner's proposal, the committee was given a choice as to how many design changes could be made by the committee as well as changes in other criteria. The committee discussed and voted on choosing Brenner's Option #2. The committee also put together, discussed and voted on five RTC requests that would also be given to Mr. Brenner. These requests were: 1) Brenner would provide feedback to the RTC on the viability and feasibility of the design concepts and features suggested by the RTC , 2) the graphic designers would experiment with various features suggested by the RTC ( ex. color, size , content, font), 3)the graphic designers would attempt to retain the ration of the present logo, 4) the graphic designers would that the logo design was scalable, and 5) Mr. Brenner would provide the RTC with timely information on the cost of any changes in the signage design and/or manufacturing. The committee decided to submit all this information to Mr. Brenner so that his graphics designers could begin working on the RTC logo.

The committee then decided to revisit the desired features of the overall signage for the trail head kiosks. After discussion it was decided that the committee wanted the kiosk signage to be primarily informative rather than strictly interpretive. It was then decided that the committee table further discussion for the next RTC meeting.

Next meeting: 3-28-18 at Marshfield Town Hall, Planning Board room @ 7PM

Adjournment: 9:15PM

Submitted by Linda Cincotti