

**TOWN OF WESTPORT  
SIGN DESIGN GROUP**  
Kennedy Administration Building  
Community Meeting Room  
5387 Mary Lake Road  
Waunakee, WI 53597

**Minutes - December 16, 2020**

The meeting was called to order at 4:01 p.m. by Chair Cuccia via GoToMeeting video conferencing. Members in attendance: John Cuccia, Amy Freidig, Joe Pichette, Chris Moore, Mark Trotter and Tom Wilson. Members absent: None. No others were present.

There was no public comment on matters not on the agenda. The minutes of the November 18, 2020 meeting were approved as presented on a motion by Trotter, second Moore.

Wilson presented on the memo modifications regarding the Design Guidelines Commercial Sign Items. The Group supported what Wilson had now proposed in the memo regarding these items.

There was then a discussion on the Internal Signs portion of the Wilson memo. There was general agreement on the revisions proposed in the Wilson memo, but Wilson was directed by consensus to revise the memo to indicate that the current Openwood signs, which could be used as a starting point for the system, may be dated and subtle changes to update the remaining signs would likely be needed (the Group would look at the elements of the signage and may update their appearance), that the Plan Commission may want to consider a branding exercise in the future for the Town, and that Group members would work with their various commissions and committees on the system as it is being created for review.

For Welcome/Entrance Sign Items, the Group supported what Wilson had now proposed in the memo.

For Miscellaneous Business/Forthcoming Events, there was discussion about the January Plan Commission meeting presentation of the final report, which Cuccia and Pichette will coordinate.

Motion to adjourn by Moore, second Pichette. The meeting adjourned at 4:55 p.m.

Respectfully Submitted,

Thomas G. Wilson, Recording Secretary  
Town Attorney/Administrator/Clerk-Treasurer