

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

Minutes - March 11, 2021

The meeting was called to order at 6:33 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 December 6, 2020 meeting were approved as presented on a motion by Trotter, second Moore.

Cuccia went through a presentation he put together on the work of the group and sign system. The major task remaining is to develop a sign system, which would include work on entry signs.

The first duty discussed was for Wilson to put together a report on the parameters for entry signs on the various roadways (town, county, and state). That would include research on safety, height, size, and location (essentially a code study).

The second duty was to work on a design theme. There was an extended discussion on how to go about this. Discussion revolved around a "mood board" that would start with colors, design, bases, and type faces. It was determined a Design Team of Moore and Trotter with help from Pichette would start on this. The group will try and put options together to get a general direction from the Group and then work on specifics. To do this it was thought a categorization of current signs would be needed. Freidig and Cuccia will work on this as the Categorization Team.

There was then a general discussion on the schedule and it was felt that the schedule laid out in the Cuccia presentation was something that could be met, which meant a finished product for the Plan Commission to review by no later than August, 2021, for a September Plan Commission review.

For Miscellaneous Business/Forthcoming Events, there was a discussion about future meetings and by consensus the third Wednesdays of each month at 4:00 p.m. were chosen.

Motion to adjourn by Freidig, second Pichette. The meeting adjourned at 7:43 p.m.

Respectfully Submitted,

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