

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

**Minutes - November 18, 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 October 21, 2020 meeting were approved as presented on a motion by Trotter, second Moore.

After a discussion and the review of related documents presented on Design Guidelines Commercial Sign Items, including the draft memo by Wilson specific to this topic, it was determined by consensus that Wilson would provide revisions as discussed for finalization at the December meeting, including the Moore suggested revision regarding sign relationship and proportionality to the structure they serve, and several other clarifying revisions for which Wilson took notes.

There was then a discussion regarding the Town's Internal Signs and Potential Branding. There was general agreement on the Wilson memo suggestions using the sign system, but Wilson was directed by consensus to revise the memo to bolster the discussion on dismissing the rebranding and logo work at this time, add comments that this Group would wish to be referred the system work, and other comments on the memo to build the background for the recommendations. Moore suggested Wilson reach out to the company that completed the park and Town Center location signs for working files to aid in this work. Additionally, it was the consensus of the Group that they would like to work on a sign system, and would also recommend to the Plan Commission that the item be referred back to it to do so. This could save the Town significant funds similar to the Design Guidelines group.

For Welcome/Entrance Sign Items, the discussion supported what Wilson had proposed in the memo, but it was suggested to Wilson that work on separating the welcome and braking signs could commence now as signs need replacement, but that no new signs need be purchased other than for that purpose until the sign system is in place.

For Miscellaneous Business/Forthcoming Events, there was discussion about upcoming meetings and the timing on the final report to the Plan Commission, which still is planned for the January 2021 Plan Commission meeting.

Motion to adjourn by Pichette, second Freidig. The meeting adjourned at 5:05 p.m.

Respectfully Submitted,

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