

**DESIGN ADVISORY COMMITTEE**  
**TOWN OF GREAT BARRINGTON**  
**MASON LIBRARY**  
**231 MAIN STREET**  
**MEETING ROOM**  
**THURSDAY APRIL 19, 2012**  
**4:00 P.M.**

**PRESENT:** **CRAIG OKERSTROM-LANG**  
**OLGA MILLIGAN**  
**JONATHAN HANKIN**  
**STEPHEN DIETEMANN**  
**JAMES MERCER**

I. **CALL TO ORDER:**

Mr. Okerstrom-Lang called the meeting to order at 4:02 P.M.

II. **MINUTES:**

There were no minutes to approve.

III. **PERMITS FOR REVIEW:**

Mr. Okerstrom Lang said this meeting is to discuss the temporary construction signs erected by the Chamber of Commerce. Chamber Director Betsy Andrus is present with Jeffrey Calligari.

Mr. Hankin said he didn't understand why we are meeting. The signs are already made and in place. This has been a badly executed plan. He said the signs are hard to see making it hard or impossible to get the message out. He said it is a good idea but it wasn't done well.

Mr. Caligari said they had gone through a process. We approved this sign and had them made by a professional. He agreed that they are difficult to read.

Ms. Andrus said it is easy to throw knives after something is done. She said mostly the Chamber is getting good feedback. There are negative feelings about the project from many people. This is a positive way to get the work out that we have a greater Great Barrington in the making. She said the plan is to ask the sign maker if they can go over the words "in the making" to make them darker.

Mr. Dietemann said our role is not to look at something that is already done.

Ms. Andrus said she had spoken to many divisions of the Town.

Mr. Dietemann said we are the Town too.

Ms. Andrus said she went through many different things and asked in the beginning where to start and what needed to be done. She said we went to the Selectmen and we were told that Chairman Stanton would sign something waiving all the signs. Prior to going to the Selectmen we went to Town Manager Mr. O'Donnell. We were never told we needed to go to the Design Advisory Committee. After everything was printed and done we were told we need to go see Mr. May the Building Inspector.

Mr. Dietemann said it might have been helpful to have had suggestions on the signs.

Ms. Andrus said there will be more signs printed next year.

Mr. Hankin said most of the signs are seen from cars hopefully moving faster than 1 mph. People need to be able to read the signs going 30mph. He said he thinks the message is great but the graphics are too weak.

Ms. Andrus said next year we will elaborate on the signs. There will be a banner across Main Street. There will also be billboard signs and other forms of advertising to keep people informed. We need to utilize this logo through the entire process. She said she asked Mr. Stanton for a copy of what he is signing so it can be shown to town boards.

Mr. Okerstrom-Lang said it is a light campaign at this point to see how it is working. So far the feedback has been good.

Mr. Caligari said when businesses sponsor a sign their name will appear on it.

Mr. Hankin suggested that the word "greater" be stronger. It should be in bold so it stands out.

Mr. Okerstrom-Lang said this has been more of an informative discussion because the signs are up. If there are other signs or changes to the signs we would like you come before this Committee prior to putting them up.

Ms. Andrus said she would make sure they come in.


Mr. Mercer said it could also be very helpful to you. So far it is a great job.

Ms. Andrus and Mr. Caligari thanked the Board for the discussion.

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IV. **ADJOURNMENT:**

Mr. Okerstrom-Lang said without objection the meeting is adjourned.  
The meeting was adjourned at 4:30 P.M.

Respectfully Submitted,  
  
Kimberly L. Shaw  
General Office Assistant

