

**Wolfeboro Planning Board  
Wayfinding Signage Subcommittee  
Minutes of Meeting  
April 18, 2016**

Attendees: Kathy Barnard, Stacie Pope, Chris Patton, Julie Jacobs, Roger Murray, John Thurston, Rob Houseman

Kathy Barnard opened the meeting at 8:00am.

Approval of minutes from the March 21, 2016 meeting.

Review of the small (3sided) kiosk. Kiosk has large area map, business listings, and smaller map. The GIS company that provided the maps will be making the maps without the aerial views of rooftops etc. The maps will be more street view maps.

Rob has pricing for the kiosks. Rob reported that he did have the mock ups out in town and received both positive and negative feedback.

The color and the logos for the signs were discussed.

John shared with the committee feed back that he received. The person said that the signs were small and not as visible and that they are bad for business. They would like to see the signs bigger.

Chris shared the feedback that he got from the sign being in front of his business. He added that the signs are legible and not a hog-pog. He stated that these signs are informational signs and that anyone coming into town from elsewhere would recognize that these signs are where they would look for information- either a kiosk or pedestrian wayfinding because of the consistency. He also reminded the committee that the current system does not work for everyone and is not allowing for expansion.

Rob reported that the Town will be updating their webpage and it will include many new features. Some of the features may be the opportunity for business to have links to their webs pages, links to town wide maps, etc. We are moving more towards a digital footprint in many areas and this way finding project will fit in nicely. Rob also reminded the committee that any change that is proposed, from parks to parking lots to signs are always hard and as a committee and out reach and understanding will work through the changes.

Rob will put the signs out again for a demo for public to submit feed back via paper or survey monkey.

Cecile reported to the committee that the chamber members do not like the signs; they have nothing to do with their business. They would like the signage to reflect their business.

Chris asked if we thought the signs were useful?

Discussion on the why we are proposing the Pedestrian Way finding signs as a Town Way finding project, not an advertising campaign.

Placement of the signs for demo purposes was discussed. The committee decided on spots that would get the most traffic.

For the Pedestrian Way Finding Signs:

- Rail Road Ave
- Glendon
- Union
- Durgin Stables

For the smaller kiosk signs:

- Colonial Arms mailbox spot
- Rail Road Ave
- Harvest Market – public area by Foss Field
- Cate Park
- Yum Yum shop

Rob will have mock ups made with different colors and logos. Business will be contacted prior to being part of the demo project.

Cecile stated that the Chamber does not want the signage to look like a mall.

Roger commented that the end result needs to be that our visitors from out of town need to find our businesses and the signs need to reflect that they are informational and not visual clutter.

Rob will prepare questions for the feed back forms and email to the committee.

The next meeting TBD.

Meeting adjourned 9:20 AM.