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Manchester-By-The-Sea

Meeting Posting

Notice of Public Meeting – (As required by M.G.L.Ch.30A §18-25)

Board/Committee: MBTS WAYFINDING TASK FORCE

Day & Date: Thursday, February 1, 2024

Time: 6:00 P.M.

Zoom Link: <https://us06web.zoom.us/j/8759042548?pwd=VkFqMWhzZ1hReE4wUE5aMFpQV0FEQT09>

Zoom Details and Dial In options on Page 2

AGENDA

- Call to Order, Welcome & Introductions
- Task Force's Objectives & How We Will Work Together
- Overview of the First Four Meetings (subject to change)
 - **Meeting #1: Introduction to community branding-what it is, what it accomplishes, and how it is done.**
 - Presentation by Mark Favermann, the MDI consultant assigned to the Task Force
 - Discussion
 - **Meeting #2-Case Studies of other communities**
 - Presentation by Mark Favermann, the MDI consultant assigned to the Task Force
 - Discussion
 - **Meeting #3- Task Force Ideation Exercise-Generate Ideas for MBTS Branding**
 - The Task Force will work together to generate MBTS Branding Ideas/Options
 - **Meeting #4-Task Force Members will come to the meeting with images and designs to share.**
 - Mark Favermann will take these ideas and prepare options to present at our next meeting.
- **Presentation & Discussion-What is Community Branding?** Mark Favermann
- **Schedule Next Meeting**
- **Adjourn**

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