

**Manchester-By-The-Sea
Wayfinding Task Force
Mtg #3 Ideation**

MEETING NOTES

Day and Date: April 8, 2024

Time: 5:30 P.M.

Location: Virtual

Meeting called to order at 5:40 P.M.

In attendance were members Marlene Dolan, Ruth Fitzgerald, Beth Panangos, Lauren Bunker, and Mark Favermann (consultant to the project).

Also in attendance were Cheryl Marshall, Tiffany Marletta

AGENDA & NOTES

- 1. Approved minutes from Feb 1, 2024 and March 26, 2024 Meetings**
- 2. Ideation and discussion of Manchester's visual elements including important symbols, history, locations, etc.**
 - See output/notes from ideation session on next page
- 3. Next Steps: Mark will take our ideas and come back with brand theme and logo options including font, colorways, etc. The recommendations will incorporate discussions about historical context and visual elements.**
- 4. Confirmed next meeting**
 - May 7, 2024, 6:00-7:30pm
- 5. Meeting Adjourned at 7:40 P.M.**

Respectfully Submitted,

Marlene Dolan, Lead
MDA Wayfinding Task Force

MBTS Ideation Workshop Results from 4/8/24

Describe MBTS in One Word

quaint	driftwood
pleasant	comfortable
beaches	clean
welcoming	foghorn
gorgeous.	Boats
nautical	scenic
green	daytrippers
small	harbormaster
elegant.	charming
historical	
storybook	
seaside	
lovely	
harborside	
coastal	
vibrant	
estates	
affluent	
bubble	
walkable	

Describe MBTS in Two Words

happy place
beach town
seaside village
coastal dream
Cape Ann
rocky coast
cold water
salt water
boating delight
working harbor
walking community
Singing Beach
singing sand

Describe MBTS in 3 Words or More

By the Sea
A Charming Harbor
A Hallmark Town
A Harbor for All Seasons
Coves, Harbors & Waves
A Sunset Haven
Spin the Beach
A Delightful Harborfront Downtown
Vibrant Seaside Village
Beautiful Retail Center

What Colors Come to Mind When you think about MBTS?

Blues
Greens
Sunset (Cotton Candy)
Granite Grey
Rotunda Red

Public Art---Ambitions?

No for the most part
Perhaps a mural for a passageway
More plantings
Flowered archways
More flowers around retail areas

Branded Street Furniture—Ambitions?

Too many benches exist already.
Strategic Kiosks are desirable—at Public Boat Docks/Retail areas.
Beautify Pathways and Connect Parks

MBTS Symbols

Rotunda
Singing Beach
Town Common
Hornets
Harbor
Chowder House
Harbor Boathouse
Commuter Train Stop Building
Beautiful Center of Town
Charming Retail
Stanley's Garage
Seaside Estates
Eagle Head Rock
Black and White Beach
Scenic Views
Coolidge Point
Stone Walls

Future Aspirations

More visitors in Winter months
More activity at night
More Offseason Events
Improve visitor experience.
Preserve the Town's Character
Celebrate History More
Workers' Space/Gallery
Thoughtful Outside Dining
More successful restaurants
A Beer Garden
More Public Restrooms/Shower
More Picnic Areas
Simplify retail permitting.
Group Advertising
Use media better
Longer tourist seasons.
More trees and flowers