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TOWN CLERK

2023 JAN 18 AM 10:00

TOWN OF WILMINGTON, MA

ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTE

OCTOBER 25, 2022, VIA ZOOM CALL

Meeting called to order at 6:03pm

Attendees/Roll Call: Mike Champoux, Greg Maynard, Val Gingrich, Robert Oliveri, Patrick Giroux, Suzanne Sullivan, Carol Boisvert

Jayne Wierzbicki was also in attendance

- Mike read the Open Meeting Law Provisions to allow for a Zoom meeting
- Pledge of Allegiance
- No minutes to approve from last meeting
- Mike announced that Miriam Nelson resigned from the committee due to school and other commitments. She will be missed.
- Report from Planning office on recent projects:
 - o Val shared that there is interest from several R&D Manufacturers (cutting edge batteries, 3D printing) in the new Upton Drive Warehouses. Interested in town Tax Increment Financing (TIF) program. Meeting with company tomorrow that was just awarded grant funding.
 - o Jayne shared that a building permit was signed for a dollar tree to move into the old Walgreens location. An eyebrow business will be moving into a location between Simards and Enterprise. Mike noted that while it is good to have businesses occupied, this is not the upward mobility the committee has been working toward.
- Stirling team members Kristina and Matthew joined the call to present the tagline and proposed logos for committees' consideration with the purpose of committee feedback on concept, design, typography, color, etc.:
 - o Tagline "It Starts Here" with rotating positioning of Innovation, Tradition, Opportunity, Community.
 - o Three logo design concepts presented:
 - 1. Upward Arrow/Stylized W
 - 2. Speech bubble/location marker; modified to 2A. with color changes
 - 3. Circle with lighthearted, cheerful typography
 - o Initial feedback from committee members:
 - o Suzanne preferred #1
 - o Pat eliminated #3, liked #1 best with different icon, felt too 'corporate', #2 ok also
 - o Mike liked #1 best at first (he and Val had seen prior to meeting) but was preferred #2A as he like the bubble idea to hove over a map or over speakers heads.
 - o Carol felt the box for #2 should feel more like a thought box with a different arrow concept and box shape
 - o Val thought #1 was too corporate, #3 too playful. Liked 2A best to make words stand out. Liked the boxed in, not floating. Felt arrow could point in different directions
 - o Rob liked 2A & 1 (graphic) make Wilmington more prominent.
 - o Mike agreed Wilmington, MA not prominent enough in 2

- Val suggested stretching the town name
 - Mike suggested stylized W n #1 be reworked
 - Suzanne thought #1 would look better on a t-shirt
 - Greg commented that the blue arrow/W looked like the old Winchester Hospital logo, the #3 was like the Sanford and Son lettering, and #2 would look better in a cloud shape
 - Carol asked Kristina and Matt the importance of having an image in a logo as only #1 used and stylized image.
 - Kristina and Matt pulled up a slide of well known logos with examples of using typography, pictorial, abstract, letters, emblems and characters that make them stand out. Kristina noted that in videos, for example, the W/Arrow image could be animated to show the two concepts coming together.
 - Val had additional thoughts on #1. Felt the size of fonts in Wilmington drowns out the "It starts here". Maybe a different color blue also.
 - Mike asked Matt and Kristina which logo they liked.
 - Matt commented that listening to committee members he felt we were leaning toward #1 as that was the image most discussed. #1 would be his choice.
 - Kristina like 1&2. #1 was more interesting and can adjust the abstract arrow/W mark. She liked the bold concept of #2.
 - Mike had a suggestion that Jayne send out the revised Stirling logo with a committee poll. Upon further discussion, we will take a different approach as noted below.
 - Kristina reminded us of the contract which outlined one round of revisions and that they had already gone through 2 rounds with tonight's meeting. She said she would see what another revision review would entail (time & \$) and let Val and Mike know,
 - Mike then asked committee members to vote if they would be accepting of logo #1 with revisions. The committee voted unanimously to accept the proposal.
 - Kristina asked for final input on color and font. Pink will be changed to red or purple. Change the color of the word 'tradition' to Wilmington blue. MA overpowers the word Wilmington and there needs to be some font adjustments. Greg suggested dropping the MA and using 01887.
- Next Steps: Sterling will submit revisions to Mike & Val who will then review changes. Mike will determine next meeting date with committee for final approval.
 - No new business
 - Suzanne requested that the MBTA parking lot be added to next meeting agenda.
 - Next meeting date TBD based on Stirling deliverables.
 - Meeting adjourned at ???. Motioned by Suzanne, Seconded by Rob.

Minutes submitted by Carol Boisvert