



# MEMORANDUM

**TO:** Red Lodge Wayfinding Steering Committee

**FROM:** Monica Plecker, AICP, Community Planner

**DATE:** February 10, 2017

**RE:** Kick Off Meeting Summary Notes

People in Attendance: Trish LaComb, Peter Italiano, Martha Brown, Susan Foisy, Bill Foisy, Jean Atherly, Tim Weamer, Kathy Robson, Tom Kohley, Sue Taylor, Samantha Long, Dan Siefert, Monica Plecker and Dayton Rush.

### Project Goals

1. Enhance the Red Lodge experience
2. Develop a plan that promotes economic development and placemaking
3. Develop a plan that directs guests and residents to additional destinations and trails outside of the core area (May be refined over time)
4. Time is of the essence
5. Build on existing branding

### Project Schedule, Milestones and Deliverables (see meeting agenda, for more detailed information)

1. A public, open-house style meeting will be held once 3 graphic concepts have been designed.
2. An online survey will be created to gather public input. Survey will target residents and visitors.

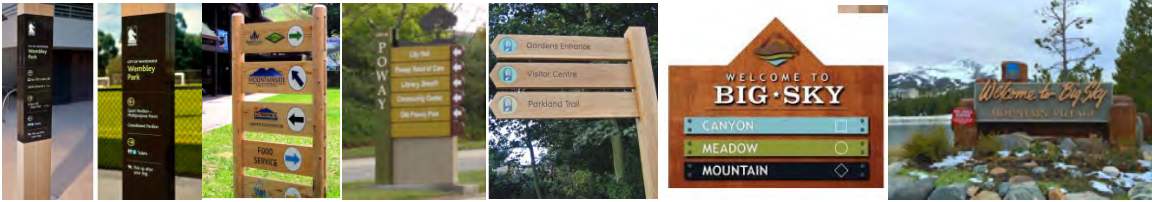
### Mapping Points of Interests and routes

1. Group members identified points of interest on maps based on three categories, recreation, cultural, entertainment and miscellaneous. Each steering committee member listed their Top 3 points of interests a summary table is provided below:

Rank	Destination	Votes
1	Public Parking (Including RV Parking)	8
2	Parks/Playgrounds	5
3	Trailheads	5
4	Historic Downtown	4
5	Public Restrooms	4
6	Visitor Center	3
7	Lions Park and Arts Guild	2
8	Red Lodge Mountain	1
9	Wildlife Park	1
10	Grocery/Hardware Stores	1
11	RV Dump	1
12	Pool	1
13	Willife Sanctuary	1
14	Red Lodge High School	1

# MEMORANDUM (cont.)

## Graphic/Visual Personality Survey Results



1	2	2	2	1	2
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### Next Steps:

1. Chamber to create project information page
2. Survey creation and release to the public
3. Schedule public open house
4. Continued information gathering
5. CTA staff to begin drafting graphic concepts