



MEETING AGENDA

PROJECT: Red Lodge Wayfinding Plan

MEETING PURPOSE: Project Kick Off

MEETING DATE & TIME: February 6, 2017, 1:30 PM

MEETING LOCATION: Red Lodge Area Community Foundation, Meeting Room 1

Welcome to the kickoff for a new wayfinding plan.

1) **1:30** Introductions

CTA Team: **Monica Plecker**, AICP Community Planner 406.896.6286
 Dayton Rush, Landscape Architect 406.896.6158
 Andy Meyer, Graphic Designer
 Wayne Freeman, Principal in charge

Steering Committee Members

2) **1:35** Identify Project Goals

3) 1:50 Project Schedule, Milestones and Deliverables

4) **2:00** Mapping Points of Interest and Routes

5) **2:25** Graphic Personality Discussion

MEETING AGENDA (Continued)

Milestone and Deliverables

EXPLORE

The explore phase will be rooted in a thorough understanding of the planning context by reviewing existing destination points in the community.

The Project Team will also:

- ▲ Prepare a Draft Survey Questionnaire for acquiring community input. This may include social media, printed material and online questioners.
- ▲ Prepare an inventory and prioritize key destinations, attractions, and public spaces
- ▲ Map the project area utilizing Google Earth and other available mapping resources.
- ▲ Utilize the base map to create various mapping overlays throughout the project including destinations routes and connections, land use, accessibility, and site analysis.
- ▲ Individually seek out dialog with selected Business Owners, Key Stakeholders and Residents of the project area to interview and combine with survey results. (At a minimum, we would like to engage the Red Lodge Chamber of Commerce, Red Lodge Merchant's Association, The Tourism Business Improvement District and Red Lodge Community Foundation all of which have had an impact on the existing community identity.)

APPLY

Our team will work to develop designs that will easily integrate into the existing heritage and community identity

- ▲ The Project Team will begin to draft design concepts of imagery for the wayfinding elements that will include a variety of sign types that include gateway signs, directional signs, decorative elements, lighting, banners and custom designed furniture.
- ▲ The Project Team will present draft concepts to stakeholders for approval.
- ▲ Upon completion and approval of design concepts the team will prepare final design and construction specifications for up to 4 elements that will be construction ready.
- ▲ Prepare cost estimates, colors and finishes schedule and message schedule including message, quantity, and sign type for each feature as well as life cycle costs for maintenance.
- ▲ Identify additional funding sources for implementation.

2017	Month 1	Month 2	Month 3	Month 4	Month 5
ASSESS					
Kickoff Meeting (February 1)	▲				
Project Area Walkabout (February 1-3)					
Review Existing Plans and Supporting Documents (February 1-March 1)					
EXPLORE					
Develop Questionnaire (March 1-31)					
Inventory Key Destinations (March 1-31)					
Base Map Creation (March 1-31)					
Stakeholder Meetings (March 1-June 30)					
APPLY					
Draft Design Concepts (April 1-May 31)					
Draft Graphics for Mobile App (April 1-May 31)					
Develop Cost Estimates (May 1-31)					
Identify Funding Sources (June 1-30)					
Finalize Design Concepts (June 1-30)					