

MINUTES

MUNICIPAL REVIEW COMMITTEE, INC.

BOARD OF DIRECTORS

A special meeting of the Board of Directors of Municipal Review Committee, Inc. was held on Monday, November 7, 2024, at 12:30 p.m. in an online format via Zoom. In attendance were the following:

Directors:

Aaron Huotari, City of Bangor
Karen Fussell, City of Brewer
Melissa Doane, Town of Bradley
Steve Lewis, Town of Boothbay

Tony Smith, Town of Mount Desert
Robert Butler, Town of Waldoboro
Paula Scott, Town of Hampden
Belle Ryder, City of Orono

Staff:

Michael Carroll, MRC Executive Director

Consultants:

Jon Pottle, Eaton Peabody

Guest:

Jessica Masse & John Hafford – Designlab

Joelle Ingalls kept the minutes of the meeting and President Huotari presided.

President Huotari convened the meeting at 12:33 p.m.


PRESENTATION BY DESIGNLAB ON MRC NAMING AND BRANDING

Jessica Masse provided a brief recap of the previous meeting in which the Board reviewed the options for moving forward with the existing MRC brand or exploring a new direction to include a complete rebrand. John Hafford presented details on the importance of naming and trademarks and provided several examples of successful brands and how their marks appear on various platforms. Ms. Masse next presented a list of names for consideration and the availability of the .com and .org URLs for each name. The Board engaged in robust conversation regarding the options provided, removed several

names from the list as unfavorable and added several to be considered. At the conclusion of the discussion, Mr. Hafford and Ms. Masse were provided the top three choices selected by the Board for further due diligence: (1) WasteWorks Maine, (2) WasteHub Maine, and (3) WasteTech Maine.

There being no further business, at 1:30 p.m. a motion, duly seconded, was approved to adjourn the meeting.

Respectively submitted,

DocuSigned by:

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Joelle A. Ingalls

Dated: December 11, 2024