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BOARD OF DIRECTORS
GREATER HARTFORD TRANSIT DISTRICT
Hartford, Connecticut
Special Meeting - September 30, 2025

James McCavanagh, Chairman Presiding.....

1. Call to Order

At 12:04 p.m., with a quorum determined to be present (22.91); Chairman McCavanagh called the Special Meeting of the Board of Directors of the Greater Hartford Transit District (the "District") to order in the Conference Room of the District at One Union Place, Hartford, Connecticut. A remote option for attendance was also available.

The following Directors were present:

Veronica Rosario, East Hartford
Stephen Mitchell, Enfield
Kevin G. Mooney, Enfield
Nanci Fitzgerald, Farmington
Sita Nyame, Hartford
James McCavanagh, Manchester
Paul McNamara, Manchester
John Lyons, West Hartford
David Giordano, West Hartford
Fred Tanguay, Windsor

The following staff were present:

Mary Bujeaud, Deputy Executive Director
LaShaunda Drake, Contract and Procurement Specialist
Douglas Holcomb, Executive Director

Members of the public present:

Representatives from the consulting firm of Cashmankatz
Michele Briganti, Account Supervisor - Cashmankatz
Eric Cavoli, Partner, Senior VP, Creative Director - Cashmankatz

2. Presentation – GHTD Branding Project

Executive Director Doug Holcomb provided a brief background of the GHTD rebranding effort noting that the firm of Cashmankatz has been retained by the District to lead this effort and turned the floor over to the team from Cashmankatz. Eric Cavoli provided a detailed overview of the District's current re-branding project sharing background on the process, including stakeholder interviews and their approach to development of a mission, brand promise, and vision. The team shared creative work to date.

Chairman McCavanagh left the meeting.

A brief discussion followed. Director Mooney noted that the new proposed GHT logo would need to be phased in before the logo itself developed the identity. There was general agreement.

Director Fitzgerald noted that the approach, the evolution, and the brand architecture were "spot-on" and the colors were great. She noted that the "T" in GHT should be more evident. There was general agreement. She expressed concern about the change from ADA to OpenRoad or another name for the ADA service noting that the work ahead should focus on ensuring that the public could see a strong connection between a new name and the ADA service. There was general agreement. Holcomb noted that staff would also be discussing this with representatives from the CTDOT. It was agreed that the slide deck used for this presentation would be transmitted to all Board Members.

Director Mitchell noted that overall, he was pleased with the work and direction and would need additional time to consider all that was presented. He noted the importance of clarifying the distinction between CTTransit and GHTD. He also agreed with the importance of ensuring the public clearly understands the ADA service provided by the District.

Director Rosario noted that in the past, she had experienced some confusion regarding the different services provided but overall liked the brand model presented. She noted that she originally liked the EnRoute name for the ADA service and also likes OpenRoad. Director Mooney noted that for a new name like OpenRoad to have recognition it would take some time and effort.

Director Tanguay noted that he agreed with the path of the effort and liked the colors and transit-like lines used in the preliminary logo. Deputy Director Bujeaud briefly commented on the process and staff's initial reaction to the work to date. Director Fitzgerald asked that the Board receive a follow-up presentation as the work nears completion. It was agreed that an additional presentation would be made at a regular meeting of the Board at a date to be determined.

3. Adjournment

There being no other business, Vice Chairman McNamara asked for a motion to adjourn the meeting. On a motion by Director Fitzgerald, seconded by Director Rosario, the meeting was adjourned. The time was 1:00 pm.

Respectfully submitted,

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Sita Nyame

Assistant Secretary

October 1, 2025

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