

## Warrant Article Questionnaire Non-Standard Town Agency Articles

### Section III – Questions with Response Boxes – To Be Completed By Petition Sponsor

Article #36	Date Form Completed: 08/24/2021
Article Title: Town Seal Report and Design Services	
Sponsor Name: Mia Kheyfetz	Email: miaknatick@gmail.com

Question	Question
1	Provide the article motion exactly as it will appear in the Finance Committee Recommendation Book and presented to Town Meeting for action.
Response	<p><b>Article</b> To hear a progress report from the Town Seal Review Committee and to see what sum the Town will appropriate for design and associated services of a new Town Seal, or otherwise act thereon.</p> <p><b>Motion A</b> Move to hear and discuss a progress report from the Town Seal Review Committee.</p> <p><b>Motion B</b> Move to appropriate \$11,000 from free cash* to be expended under the direction of the Town Administrator and upon the request of the Town Seal Review Committee for design and associated services for a new Town Seal.</p> <p>*("free cash" is a placeholder pending review by Town Administrator and Finance Committee)</p>
2	At a summary level and very clearly, what is the proposed purpose and objective of this Warrant Article and the accompanying Motion?
Response	The objective of this Warrant article is to provide an update on the work of the Town Seal Review Committee and to appropriate a sum of money to be used for the design of a new Town Seal (to be presented and approved by a future Town Meeting). The funds may also be used for services closely related to design work.
3	Has this article or one of a very similar scope and substance been on a previous Warrant Article and what have been the actions taken by the Finance Committee, other Boards or Committees and Town Meeting?
Response	Fall Town Meeting 2020 voted to pass Article 16, which created the Town Seal Review Committee charged with reviewing and revising the Town Seal.

## Warrant Article Questionnaire Non-Standard Town Agency Articles

	Town Meeting in 1980 (Article 13) voted to spend \$450 on embossers when the seal was replaced that year. It was appropriated from Surplus Revenue-Free Cash.
4	Why is it required for the Town of Natick and for the Town Agency sponsor(s)?
Response	This sum of money will allow the committee, on behalf of the Town, to acquire professional design services to create a unified and useable seal with public input.
5	Does this article require funding, how much, from what source of funds and under whose authority will the appropriation be managed and spent?
Response	<p>The funds are to be expended under the direction of the Town Administrator at the request of the Town Seal Review Committee. The sponsor has discussed this with the Town Administrator. The funds are requested from free cash,* and the requested amount is \$11,000. The committee will endeavor to spend as little as possible within the requested appropriation. This amount is in line with several informal quotes provided by professional graphic designers for the extensive amount of work required to work with a committee on this type of municipal project. The project will solicit designers through a procurement process.</p> <p>*("free cash" is a placeholder pending review by Town Administrator and Finance Committee)</p> <p>Informal quotes received to gauge an appropriate request for Town Meeting:</p> <ul style="list-style-type: none"> <li>- Framingham received quotes from \$250-\$12,000 for design work on their seal in 2018/2019. The work was ultimately done nearly pro-bono. Work took more time than expected and the committee voted to authorize an additional payment beyond the proposed quote (somewhere in the range of \$1,550 -\$2,500).</li> <li>- Wayfinding signs created for the Natick Center Cultural District cost \$15,000 from a state grant. According to the designer this year the state is awarding \$25,000 for this type of project.</li> <li>- Informal quote A = \$1,000 - \$ 5,000</li> <li>- Informal quote B = \$5,000- 10,000</li> <li>- Informal quote C = \$5,000</li> <li>- Professional graphic designer on the Town Seal Review Committee \$8,500</li> </ul>

## Warrant Article Questionnaire Non-Standard Town Agency Articles

6	<p>Does this article act in any way in concert with, in support of, or to extend any prior action of Natick Town Meeting, Massachusetts General Laws or CMR's or other such legislation or actions?</p> <p>Does this article seek to amend, rescind or otherwise change any prior action of Natick Town Meeting?</p>
Response	This article advances the work of the Town Seal Review Committee created by FATM 2020 Article 16.
7	How does the proposed motion (and implementation) fit with the relevant Town Bylaws, financial and capital plan, comprehensive Master Plan, and community values as well as relevant state laws and regulations?
Response	<p>(Type response here)</p> <p>N/A</p>
8	Who are the critical participants in executing the effort envisioned by the article motion?
Response	The work will be overseen by the Town Seal Review Committee, and funds will be spent under the direction of the Town Administrator with the likely assistance of the Procurement Officer.
9	<p>What steps and communication has the sponsor attempted to assure that:</p> <ul style="list-style-type: none"> <li>● Interested parties were notified in a timely way and had a chance to participate in the process</li> <li>● Appropriate Town Boards &amp; Committees were consulted</li> <li>● Required public hearings were held</li> </ul>
Response	Public discussions of the article and motions were held in the Town Seal Review Committee meetings, which are open to the public. Additionally, a discussion was held with the current Town Administrator where he agreed to have the funds spent under his direction should the article pass Town Meeting.

Warrant Article Questionnaire  
Non-Standard Town Agency Articles

10	Since submitting the article have you identified issues that weren't initially considered in the development of the proposal?
Response	No
11	If this Warrant Article is not approved by Town Meeting what are the consequences to the Town and to the sponsor(s)? Please be specific on both financial and other consequences?
Response	If this article is not approved by Town Meeting the Town Seal Review Committee will be severely hampered in its ability to procure professional design services for the new Natick Town Seal. The committee will likely need to place a similar article on the Spring Town Meeting warrant to ask Town Meeting again for the funds. It will substantially delay the start of the design phase of our work, and will be limited to only pro-bono offers for design services which could impact the finished product, and will limit the scope of work we can ask of a designer.