Town Seal Review Committee

Fall 2021 Update
Article 36



Committee Members

- Mia Kheyfetz, Chair
- Lincoln Anniballi, Vice Chair
- Dave Josselyn
- Sandra LaFleur, Recording Secretary
- Niki Lefebvre
- Simone Poliandri
- Todd Sonneborn

Associate Members

Saul Beaumont, Virginia Mayo



Committee Process

Design Process

- Review other local seals
- Committee brainstorm of what Natick is/means
- Discuss message of seal
- Public presence on the internet for updates
- Engage Designer
 - Design parameters
 - Evaluate town department needs for seal and seal images
- Status report for TM
- Review first round options
- Revisions
- Second round design review
- Revisions
- Shop design to stakeholders
- Committee vote on options

Gather community input at multiple points

ity t include town staff review

Issue a report and recommendation on a new seal

- Overview of process
- History
- Recommended design
- Implementation plan

Finance Committee Town Meeting

NATICK

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Review

early

town

history as

relevant

to current

seal

Passive community feedback/idea collection via webform

Meetings to date and topics

- January 12- Introductions
- February 11 Organizing scope of project
- March 18 Conversation about early Natick led by Niki Lefebvre
- April 22 Guest speaker, Director of Historic Newton-leading committee on Newton's seal
- May 13 Guest speaker, Education Manager Historic Newton on the iconography and art history of imagery on the Newton and Natick seals
- May 27 Committee members reflections on seal, approval of process outline
- June 17 Review of other Massachusetts town and city seals
- July 15 Guest from Framingham City Seal Committee, TM Warrant Article
- August 5 Committee website, public outreach brainstorming
 - August 19 Approval of suggested motions for Town Meeting
 - September 9 Work on community survey

Currently Working On

- Website to share updates, minutes, agendas, additional resources
- Brainstorming outreach to get stakeholders' ideas for seal imagery and message
- Creating a community survey
- Creating Request for Quotations for eventual use to distribute in search for graphic designer for project
- Discussing parameters for eventual decision on design to recommend to Town Meeting

Cost Ranges for Design and Associated Services

- Estimates for design work from three graphic designers
 - Informal quote A \$1,000- \$5,000
 - Informal quote B \$5,000-\$10,000
 - Informal quote C \$5,000
- Estimate from former committee member who is a professional graphic designer \$8,500
- Natick Center Cultural District- Wayfinding Signs \$15,000
- Framingham City Seal Committee bids after RFQ \$250-\$12,000
 - \$5,000 eventually approved for design services
 - Work was done for much less, though additional funds were awarded because actual work far exceeded original estimate



Article & Motions

• Article 36

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.

Motion A

Move to hear and discuss a progress report from the Town Seal Review Committee.

Motion 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.

