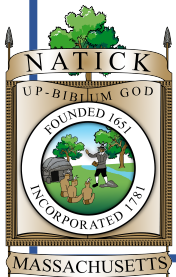


Town Seal Review Committee

Fall 2021 Update

Article 36

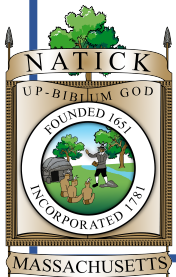


Committee Members

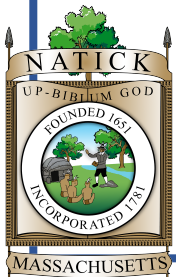
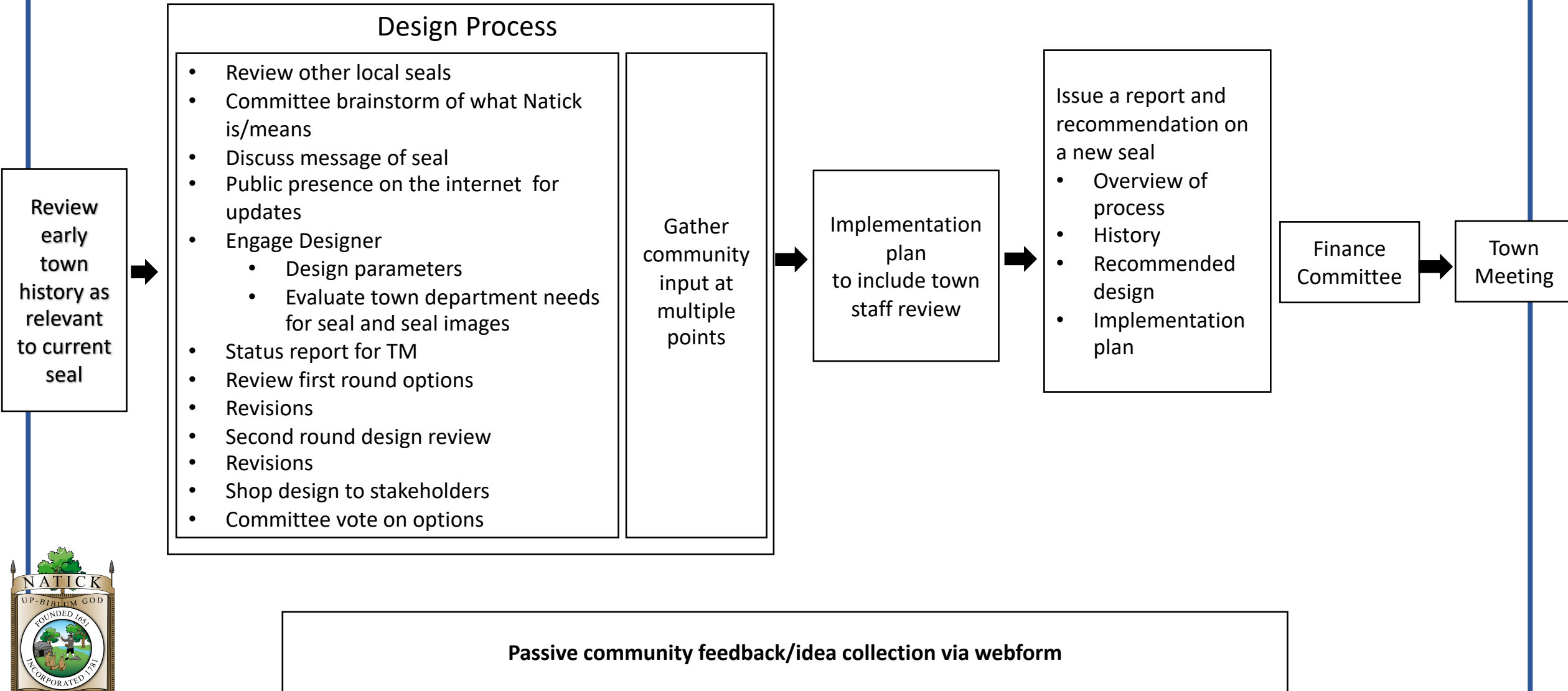
- Mia Kheyfetz, Chair
- Lincoln Anniballi, Vice Chair
- Dave Josselyn
- Sandra LaFleur, Recording Secretary
- Niki Lefebvre
- Simone Poliandri
- Todd Sonneborn

Associate Members

Saul Beaumont, Virginia Mayo



Committee Process



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



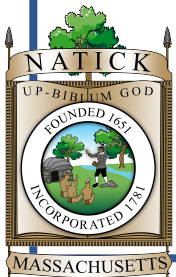
Currently Working On

- 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.

* Free cash is a placeholder pending review by Town Administrator and Finance Committee

