

**Call to Order:**

The meeting was called to order at 5:04 p.m. in the Select Board Conference Room of the Town Offices. Present were Chair Karen Van Welden-Herman, Tom Adams, Elaine Clements, John Hess, Jemma Lambert, Melissa Litton, and Town Manager Andrew Flanagan; also present was Kathryn Forina, Assistant to the Town Manager.

**Review of current uses of the Town Seal:**

Ms. Forina reviewed the current uses of the Town Seal. Mr. Hess noted that there are a lot of different types of uses so the seal design has to be reflective of that so that it can be used in multiple places.

**Discussion of Design Services Proposals:**

Ms. Van Welden-Herman stated that she had met with Mr. Flanagan and Ms. Clements as a working group to review the submissions for the Design Services Proposal. Purchasing Agent Theresa Peznola assisted the group with their review. The group all agreed on the three submissions to move on to the interview round. In no order they are:

- Suzanne Korschun
- Hub Communications
- Communications, Ink

Ms. Van Welden-Herman asked the Committee what questions they feel should be asked during the interviews. She would like to ask the following questions: What is your workplan? How do you plan on presenting your designs and how do you expect the committee to review the designs?

Ms. Lambert stated that she would like to know what insights each have in regard to process, trends and pitfalls specifically in redesigning a Town seal.

Mr. Hess stated that he would like to know what each has learned from the community input.

Ms. Van Welden-Herman noted that each will receive information on the community input that has been received as well as a link to the community forum. She added that their research into Andover will be telling. It is expected that they will do a deep dive into Andover's history and what the Committee's work has been.

Mr. Hess asked how many proposals were received. Mr. Flanagan stated the town received a total of seven proposals.

Ms. Lambert asked if there is an expectation that those interviewed will provide information on their public engagement process. Mr. Flanagan stated that the responders outlined their intended public engagement process at a high level in their proposals and they were scored on it. As part of the interview the group can ask how they plan on navigating through their process.

On a motion by Ms. Litton seconded by Mr. Adams the Committee approved Suzanne Korschun, Hub Communications and Communications, Ink to move on to the interview round. Vote: Unanimous (7-0)

Ms. Litton asked about the working group's process to narrow from seven to four. Ms. Van Welden-Herman noted that the group had a matrix to work from with a list of questions. Mr. Flanagan read the matrix questions into the record.

**Meeting Minutes:**

Mr. Hess noted a small edit should be made to the edits changing a Mr. to a Ms. in the 5<sup>th</sup> paragraph of Page 1. On a motion by Mr. Hess seconded by Ms. Clements the Committee approved the meeting minutes of December 14, 2022, as amended with Ms. Van Welden-Herman, Mr. Flanagan, Mr. Hess, Ms. Clements and Ms. Litton voting yes, and Mr. Adams and Ms. Lambert abstaining. Motion Passes, Vote: (5-0-2)

**Adjournment:**

On a motion by Mr. Flanagan seconded by Mr. Hess the meeting was adjourned at 5:26 p.m. Vote: Unanimous (7-0)

Documents: Draft Minutes of December 14, 2022  
PowerPoint on Town Seal Uses  
Town Seal Graphic Design Evaluation Matrix