

## VIRTUAL MEETING

**Call to Order:**

The meeting was called to order at 5:01 p.m. 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.

**Discuss Design Services Proposals and Vote on Recommendation to Award contract:**

Ms. Van Welden-Herman informed the committee that on February 1<sup>st</sup> three interviews were held for Designer Services. All who were interviewed were impressive and well-prepared. Each had been provided with information on how to watch the committee's meetings and the community forum, meeting minutes, survey results and other materials.

Each were asked the following questions:

1. What is your workplan? How do you plan on presenting your designs and how do you expect the committee to review the designs?
2. What insights do you have in regard to process, trends and pitfalls specifically in redesigning a Town seal?
3. What have you learned from input received from the community?

The recommendation is to award the contract to Communications, Ink. located in Beverly Massachusetts. Communications Ink. will be providing a team of people to work with. Their presentation was very impressive. The lead Cara McCarthy Hutchins had a positive attitude, and will do well with the public at forums, controlling the room, taking in thoughts, ideas and emotions, while keeping people on track. Communications, Ink. stressed getting to know the community, asking questions, and listening. It was obvious that they had performed their due diligence in researching Andover, had reviewed all materials provided and watched meetings and the public forum. They understood that the current seal is not factually correct. They discussed the Pouliot presentation and the flag of the Pennacook tribe. They commented on the town being described as "The Mill, the Till and the Hill." They understand the community's passion about the seal and reluctance that there may be about change. They discussed creating talking points for the committee and a PR campaign leading up to Town Meeting. They have worked with both private and public entities including the Commonwealth of Massachusetts in developing the Cape and Islands License Plate and they have also worked with non-profits. They get the broad picture of the Town at this point.

On a motion by Ms. Clements seconded by Mr. Adams the committee recommended that the Town Manager enter into a contract with Communications, Ink. for the Town Seal Designer Services. Motion passes 7-0.

**Project Kickoff Meeting:**

Mr. Flanagan stated that the next steps are for him to engage and sign a contract with Communications, Ink. Once the contract is signed a meeting will take place with Communications, Ink and the committee. A tentative date for this meeting was set for Thursday, March 2<sup>nd</sup> at 5:30 p.m. in the Select Board Conference Room of the Town Offices.

Mr. Hess asked if any of those interviewed had previously designed a Town Seal. Ms. Van Welden-Herman stated that none had previously designed a seal.

VIRTUAL MEETING

Ms. Van Welden-Herman stated that it is important to keep in mind that the final product of the seal is what is most important. The seal must be designed so that the community likes it and buys into it. We have to get the right design for the Town of Andover.

Ms. Litton asked what the cost of services is for Communications, Ink. Ms. Van Welden-Herman stated that the contract will be for \$15,000.

**Meeting Minutes:**

Mr. Hess noted a small edit should be made to the first page changing the word house to how. On a motion by Mr. Hess seconded by Mr. Flanagan the Committee approved the meeting minutes of January 18, 2023, as amended. Motion passes 7-0.

**Adjournment:**

On a motion by Mr. Flanagan seconded by Mr. Adams the meeting was adjourned at 5:19 p.m. Motion passes 7-0.

Documents: Draft Minutes of January 18, 2023