

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, Melissa Litton, and Town Manager Andrew Flanagan; also present was Kathryn Forina, Assistant to the Town Manager. Absent was member Jemma Lambert.

Introductions:

Members of the Committee introduced themselves to the team from Communications, Ink.

Communications Ink. introduced their firm. Present was Cara McCarthy-Hutchins, Founder and CEO, and Craig Grant, Senior Graphic Designer.

Ms. Van Welden-Herman noted that the Committee awarded Communications, Ink. the contract for these services because they were very impressed with their application and presentation and believe they will do well with the tasks before the Committee in the coming months and leading up to 2024 Town Meeting. They have carefully reviewed all of the materials provided to them and viewed the community forum that was held in September 2022. They clearly understand the broad picture of what they are being asked to do, and how the town feels about the seal.

Ms. Van Welden-Herman reviewed the expectations and timeline of the Town Seal alternative design process leading up to 2024 Town Meeting.

Ms. McCarthy-Hutchins reviewed the general goals and scope of work. Communications, Ink will design an alternative, official town seal for the town's consideration that:

- Respectfully, accurately reflects the town's history & culture.
- Considers the future.
- Connects and relates to all audiences.
- Is distinct and unique to Andover.
- Is clearly readable.
- Is scalable.
- Is appropriate for all current and potential uses.

Ms. McCarthy Hutchins moved on to a more specific timeline. She noted that her firm is currently in the information collection phase, researching other town seals and how communities are approaching seals with Indigenous images. Once this phase is complete, they will provide the town with three custom, black & white sketches of rough concepts. Those concepts will then be reviewed and refined throughout the summer, with one design track being determined in July. She noted that the designs will first be produced in black and white, and color will be added in August. It is expected that designs will be presented to the community in September, and after further refinement, the final design will be chosen in November and a final product produced in December. Communications, Ink will also provide the town with a brand guide with explanation of seal design, significance of icons, proper usage, color palette and font usage.

Mr. Grant noted that people do not like change, but every major company from Pepsi-Cola to Amazon have gone through many re-brandings. Logos have become simpler as we have moved

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into the digital age. Mr. Grant reviewed a number of city and town seals and noted the six categories most fall into are:

1. Scenic/Pastoral
2. Animals
3. Nautical
4. Typographical
5. Historic Places and Objects
6. Indigenous People and Colonial Imagery

Mr. Grant stated that Natick is currently going through the process to change their seal, and the community will make a decision this year. Mashpee just recently changed their seal and they worked with the local Wampanoag Tribe on the new design.

Ms. McCarthy-Hutchins noted that seals are used on official paperwork, so one should stay away from complicated designs and gradation, going from one color to another. The seal should be simple, but identifiable to Andover. Ms. McCarthy-Hutchins noted that the responses to the survey that the Committee previously put out showed that people naturally gravitated towards the six categories. Mr. Grant stated that the Committee needs to think about what makes Andover unique and what language must be included on the seal.

Mr. Hess questioned if the state required certain language or if the seal had to be round. Mr. Flanagan stated that as far as he was aware there were no state requirements.

Mr. Flanagan asked Ms. McCarthy-Hutchins what she needed the Committee to do next. Ms. McCarthy-Hutchins stated that in order to start the sketching phase, she will need to have an idea of what direction to go in for a concept, for example, a building, typographical, landscape, etc.

Mr. Hess stated that people have an interest in Old Town Hall. Mr. Flanagan noted that in his experience the mention of Old Town Hall on the seal disarms people who are against change. He added that mentioning going back to the original typographic seal does the same.

Ms. Van Welden-Herman stated that Old Town Hall and Memorial Hall Library are iconic town buildings that are on the National Register of Historic Places. Mr. Hess added that the library will be celebrating its 150th anniversary this year. Ms. Litton stated that she likes the idea of the library because Andover is known for education and the library has always been a public place open to all. Mr. Hess asked if Memorial Hall Library being a Civil War Memorial would be a negative. Ms. Van Welden-Herman stated that she did not see a downside to the library being a Civil War Memorial. She added that another possibility is the Ballardvale Mill Pond and Dam.

Mr. Hess questioned if a person should be offered as a category. Ms. Van Welden-Herman noted that the Pouliots advised the Committee to stay away from trying to honor a person because it is rarely done correctly. She added that there are other ways to honor native people without it being a person. Mr. Hess stated that people often say they move to town for the downtown, the schools and the open space. He added that the open space is captured in the flag of the Cowasuck Band of the Pennacook.

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Ms. Clements noted that the elm is also an iconic Andover tree, and it has a distinct shape. Mr. Hess added that some people still refer to Andover as being the “The Mill, the Till and the Hill”.

Ms. Van Welden-Herman stated that the Committee still has more information to gather and will put out an additional survey. Mr. Flanagan pointed out that survey respondents who did not want to change the seal left comments that they did not want to change history. They falsely believe that the current seal is the original seal. He stated that if everyone was comfortable with it, staff would put together the survey for the Committee to then approve.

Ms. McCarthy-Hutchins stated that the survey should offer concept options with typographical being one of the concepts. Pictures of the general concepts should be embedded into the survey. Ms. Clements stated that she would provide a copy of the picture of the elm tree that is part of the banner at the back of the library. Ms. Van Welden-Herman asked Ms. Clements if she could also provide a picture of the Ballardvale Mill.

The Committee set their next meeting to be a virtual meeting on Monday, April 10th at 5:00 p.m. to review and approve the survey.

Meeting Minutes:

On a motion by Mr. Hess seconded by Mr. Flanagan the Committee approved the meeting minutes of February 16, 2023. Motion passes 6-0.

Adjournment:

On a motion by Mr. Flanagan seconded by Mr. Hess the meeting was adjourned at 5:51 p.m. Motion passes 6-0.

Documents: Draft Minutes of February 16, 2023
Kickoff Presentation by Communications, Ink.