

VIRTUAL MEETING

Call to Order:

The meeting was called to order at 5:03 p.m.

Roll Call: Tom Adams – Present, Elaine Clements – Present, Andrew Flanagan - Present, John Hess – Present, Melissa Litton – Present, Karen Van Welden-Herman – Present. Jemma Lambert arrived at 5:07 p.m.

Also present were Cara McCarthy-Hutchins and Cazzy Smith of Communications, Ink., Phil Geoffroy, Director of Communications and Kathryn Forina, Assistant to the Town Manager.

Draft Town Seal Subject Survey:

Mr. Flanagan reviewed the Draft Town Seal Subject Survey. The survey is intended to narrow down the options of a subject for the Town Seal by providing specific subjects and asking respondents what they most prefer. The first survey question focuses on what subject is most preferred by the respondent - an iconic building, natural setting or the 1855 original town seal. The second questions asks to rank the iconic buildings of Old Town Hall, Memorial Hall Library, and a building of the respondent's choice. The third question asks to rank the natural settings of Ballardvale Mill Pond, an Elm Tree and Rivers noting that Andover is home to the Merrimack, Shawsheen and Skug Rivers.

Ms. Van Welden-Herman suggested that respondents also be allowed to add and rank a natural setting of their own choice on question 3.

The Committee discussed the advice given by Paul and Denise Pouliot to not honor the Indigenous People with the depiction of a person, but instead to acknowledge their connection to nature. The Committee agreed that this information should be presented in the opening introduction.

Ms. Lambert questioned if photographs should be included in the survey, as respondents may think that the photos are the actual design. Mr. Flanagan noted that was a good question because people may base their ranking off of how they like or dislike that particular photo. He stated that language can be added that the photos are for points of reference only.

On a motion by Mr. Flanagan seconded by Mr. Hess the Committee voted to approve the survey and authorize the town to distribute it with the following changes:

1. Reference that the Pouliots felt most connected to natural landscapes in the narrative.
2. Change question number one from a ranking to a choose one.
3. Include a disclaimer that the pictures are only to be used as a point of reference and not the be the selected image for a future version of the seal.
4. Include a please identify other option under the natural landscapes.

Roll Call: Tom Adams – Yes, Elaine Clements – Yes, Andrew Flanagan - Yes, John Hess – Yes, Jemma Lambert – Yes, Melissa Litton – Yes, Karen Van Welden-Herman – Yes.

Motion passes 7-0.

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Ms. Van Welden-Herman asked when the survey would be sent out. Mr. Geoffroy stated that it could be sent out the next day and would run for two weeks.

The Committee agreed that they would review the survey results at the next meeting on Thursday, May 4th at 5:00 p.m. in the Select Board Conference Room.

The Committee targeted the weeks of May 15th and May 23rd for a Community Forum based on availability of Memorial Hall Library.

Meeting Minutes:

On a motion by Mr. Flanagan seconded by Ms. Litton the Committee approved the meeting minutes of March 30, 2023, 2023.

Roll Call: Tom Adams – Yes, Elaine Clements – Yes, Andrew Flanagan - Yes, John Hess – Yes, Jemma Lambert – Yes, Melissa Litton – Yes, Karen Van Welden-Herman – Yes.
Motion passes 7-0.

Adjournment:

On a motion by Mr. Flanagan seconded by Ms. Lambert the meeting was adjourned at 5:36 p.m.

Roll Call: Tom Adams – Yes, Elaine Clements – Yes, Andrew Flanagan - Yes, John Hess – Yes, Jemma Lambert – Yes, Melissa Litton – Yes, Karen Van Welden-Herman – Yes.
Motion passes 7-0.

Documents: Draft Minutes of March 30, 2023
Draft Town Seal Subject Survey