

Town of Natick
Town Seal Review Committee
Approved meeting minutes for March 7, 2023, 8:15 PM
via Zoom

Members present: Mia Kheyfetz, Chair; Simone Poliandri; Niki Lefebvre; Lincoln Anniballi; Josh Ostroff, Clerk. Also present: Sebastian Ebarb

Mia called the meeting to order at 8:19, noting that a quorum was present and further noting the requirements for virtual meetings as provided under MGL as amended by the emergency regulations in effect, followed by a roll call.

Public comment

None

Minutes

On a motion by Mia, seconded by Simone the meeting minutes for February 16, 2023 with corrections were unanimously approved by a roll call vote.

Seal Design

Sebastian shared and described the variations on the bridge theme (shown below).



Members preferred the night sky and the ten stars. Niki preferred the original arches. There was discussion of differences with the number of arches, and the distance effect if we showed more arches. Sebastian noted that it was not clear how a design might work with a crimper or embosser. Members discussed the dogwood flowers and the thinness of the lines.

Mia summarized that people prefer the original bridge design, removing the horizontal lines on the embankment, with the new font but larger, and the night sky.

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Sebastian revised the image in real time to show the effects of different line thickness, type size, bridge styles and embankment effects. After further discussion and tweaks, the committee approved a design on a motion by Josh, seconded by Niki and unanimously voted by roll call.



Members discussed a potential video to help describe the imagery; Sebastian will provide a designer statement. We will endeavor to get a good picture of the UNDERWOOD sign at 13 West Central Street for the typeface.

We discussed a color version, and Sebastian will work on that for a future meeting.

Implementation Plan

The committee discussed the information provided by staff and the questions and comments shared by Josh and Mia. The draft presentation and questions are incorporated for reference. There was discussion and explanation about the process of developing the plan, for which the draft has been provided by staff.

Report

Members are working on discrete elements of the report to Town Meeting, including Niki (future recommendations), Simone (design feedback), Mia (introduction, committee process, timeline),

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and Lincoln (community survey and one-pager and seal explainer), and Sebastian (bio, designer statement, brand guide). We will have a draft report at an upcoming meeting and can share it with FinCom before the April 4 hearing, even if it is not finalized.

Spring Town Meeting Warrant Article

We will address motions next week.

On a motion by Mia, seconded by Simone the meeting was adjourned by a unanimous approved by a roll call vote at 9:36 PM.

Respectfully submitted,

Joshua Ostroff, Clerk