

Town of Natick
Town Seal Review Committee
Approved meeting minutes for March 30, 2023, 8:15 PM
via Zoom

Members present: Mia Kheyfetz, Chair; Simone Poliandri; Todd Sonneborn; Sandy; Simone LeFleur; Josh Ostroff, Clerk. Virginia and Saul Also present: Sebastian Ebarb

Mia called the meeting to order at 8:21, 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.

Announcement

None

Design updates

Sebastian described the sample color versions, shown below. Members agreed that C seems like the most appropriate choice.



A



B



C

Josh sought to clarify that this was more for informational purposes and not the official recommendation of the committee. Mia concurred, and these can be shared as options. Todd agreed.

Todd asked about the color palette, which would depend on the application.

Simone agreed with C. He also thought there was value in sharing this with TM.

Sandy noted that C was the most conventional, and sought to confirm that the Town could choose what it sought. Sebastian said that the Town could trademark a color, but that was unlikely and it was more likely that they would use different colors for different uses. All the rights would be the Town's to use the image.

Saul asked if we had made a conscious decision to say Town of Natick. We confirmed that we had.

Mia wondered if the question might come up about whether the sky color would suggest night or day. Sebastian altered option C, as shown.

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Continuing, Mia confirmed that the Town would get all the color files.

Mia confirmed that we had a designer statement and other material from Sebastian. We decided not to include a style guide in the report as things might change.

Lincoln joined the meeting at 8:42.

Minutes

March 7 minutes were approved by roll call on a motion by Simone, seconded by Todd and unanimously voted with Mia abstaining. March 16 minutes were approved by roll call on a motion by Simone, seconded by Sandy and unanimously voted with Mia abstaining.

Administrative matters

Josh shared the draft recommendation:

“The committee recommends prioritizing the most public and visible assets for removal of the current seal, and defers to the Administration and others on whether the new seal should be as widely deployed or whether different images should be used.”

Simone suggested removing “Others.” Mia spoke of how we were in the middle here, having a charge focused on the seal while making a recommendation about removal of other images based on the seal. We made further edits to focus on timeliness. Simone moved the revision, seconded by Mia and voted by roll call with Sandy opposed.

“The committee recommends prioritizing the most public and visible assets for removal of the current seal as soon as is practicable and defers to Town Administration on whether the new seal should be as widely deployed or whether different images should be used.”

Sandy spoke to her concerns about the lack of discussion about implementation. Saul expressed a similar concern. Mia and Josh discussed the limits of the committee’s authority, but that we had a charge to consider implementation.

Sandy expressed concern that we had not engaged with the Praying Indians, and here we were discussing removing the seal from Town Hall. Josh noted his and Mia’s many calls and emails to

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Chief Caring Hands, and Josh had recently spoken to a member of the Praying Indians but they had not yet engaged with the committee after two years.

Josh shared a revised Motion B, which changed the reference to MGL and the effective date based on the likely procurement time for an electronic embosser. The following motion was moved by Mia, seconded by Simone and unanimously voted by roll call.

Move that pursuant to MGL c. 40 §47, to approve a Town Seal design, as set forth in the document titled Natick Town Seal Review Committee - Proposed Town Seal Design and dated March 30, 2023, which seal will become effective as the seal of the Town of Natick on September 1, 2023.

The committee discussed the presentation to come at FinCom, which would describe the committee's work and the seal, and reference the report, but the report itself would not be ready for FinCom.

Committee Report

The committee deferred discussion of the report until a future meeting, likely the week of April 10.

Sandy moved to adjourn, seconded by Todd and unanimously voted by roll call at 9:19.

Respectfully submitted,

Joshua Ostroff, Clerk