

Ad Hoc Town Seal Committee
Meeting Minutes
May 13, 2025, 5pm
Virtual meeting

Present:

Holly Gardner, *Chair*
Peter Cook, *Vice Chair*
Chris Nagle, *Clerk*
Sue Lichtenstein, *Member*
Isadora Medley, *Member*
Apryl Shenk, *Alternate*

Called to order at 5pm.

Approval of Minutes

Minutes from 4/24/25 meeting approved.

Public Comment

Holly noted that the town seal budget was approved at Town Meeting on 5/3/25.

New Business

Stakeholder Communication

It was agreed that there will be two methods of communication: email and print card. An email survey will be sent to all stakeholder groups for which we have email addresses. A print card will allow the survey to be completed on paper, and also have a QR code which will send people to the online survey if they prefer.

Committee Mandate and Survey Questions

Next, wording for the committee mandate and survey questions was discussed. Sue noted that the Commonwealth of Massachusetts has launched a website about the new state seal, motto, and flag. She shared language that could also be applicable to our project.

The group coedited a draft of the mandate together.

Then the group coedited a draft of the survey questions together.

The working draft of both pieces will be updated by Isadora for the next meeting on 5/29/25 based on committee discussion.

It was decided that the survey form will gather participant names and email addresses as optional fields. There will be a short line of language encouraging participants to share this information.

Designer Selection

Designer outreach was discussed. Isadora shared the email language she used to request information from designers for others to use in their outreach. It was decided that designer proposals will be the main agenda item at the next meeting on 5/29/25.

Next Steps

Each committee member will bring designer proposals to the next meeting for discussion. They will also bring any updates they have to the mandate and survey question language.

Adjournment

The meeting was adjourned at 6:10pm.

AD HOC TOWN SEAL COMMITTEE

Zoom Meeting Guidelines

May 24, 2025

This policy establishes generally-accepted guidelines for professional and effective remote participation in Ad Hoc Town Seal Committee meetings conducted via Zoom. These guidelines ensure productive discussions, maintain meeting decorum, and support the committee's mission to develop the new town seal.

In Advance of the Meeting

Technical Requirements

- **Stable Internet Connection:** Ensure you have a reliable internet connection to support video conferencing
- **Updated Software:** Use the latest version of Zoom software
- **Equipment:** Test your microphone, speakers, and camera.

Meeting Access

- **Connecting:** The meeting link will be emailed (from Town administration) and posted to the website prior to the meeting. Each meeting has a unique link.
- **On time Arrival:** Join the meeting in a minute or two early to begin on time.
- **Meeting Materials:** Download and review the agenda, meeting packet, and minutes.

During the Meeting

Audio

- **Mute When Not Speaking:** Keep your microphone muted when not actively participating to minimize background noise
- **Wait for Recognition:** Raise your hand and wait to be recognized by the chair before speaking
- **Avoid Interrupting:** Allow speakers to complete their thoughts before responding

Video

- **Camera On:** Keep your camera enabled throughout the meeting unless technical issues require otherwise
- **Professional Appearance:** Dress appropriately as you would for an in-person meeting before joining the meeting

- **Remain Stationary:** Stay in your chosen location throughout the meeting
- **Minimize Distractions:** Avoid eating, drinking excessively, talking to others, or attending to other tasks.

Not Allowed During the Meeting

- **Smoking or Vaping:** No tobacco products, e-cigarettes, or vaping devices should be used while on camera.
- **Operating Vehicles:** Members may not participate while driving, operating machinery, or in moving vehicles.
- **Household Tasks:** Household activities such as unloading dishwashers, doing laundry, cleaning, or cooking are not permitted.
- **Personal Activities:** Changing clothes, personal grooming, or other private activities must not be conducted during meetings.
- **Other Participants:** Family members or friends not visible on the camera and noted as a public participant should not listen to the meeting.

AD HOC TOWN SEAL COMMITTEE



Ad Hoc Town Seal – Meeting Schedule

In person – 4th Thursday of month at 9:00a

Zoom – 2nd Tuesday of month at 5:00p

Meeting #	Day	Date	Time	Location
2	Thursday	March 27	9:00am	In person – Cobb Room, Truro Library (enter thru back door of Library)
3	Tuesday	April 8	5:00pm	Virtual - Zoom
4	Thursday	April 24	9:00am	In person – Cobb Room, Truro Library (enter thru back door of Library)
5	Tuesday	May 13	5:00pm	Virtual - Zoom
6	Thursday	May 29	9:00am	In person
7	Tuesday	June 10	5:00pm	Virtual - Zoom
8	Thursday	June 26	9:00am	In person
9	Tuesday	July 8	5:00pm	NO MEETING
10	Thursday	July 24	9:00am	In person

Hello!

The Ad Hoc Town Seal Committee invites your input as they create a new Town Seal that accurately represents the unique character of the town, past, present, and future.

How important to you are these aspects of Truro? (sliding scale 1-10)

Nature: dunes, forests, ocean, ponds

Artistic & architectural heritage

Geography: the narrow land between the bay and ocean with long beaches

History: maritime tradition, agriculture, and first inhabitants

In your opinion, what best represents Truro?

<open>

What makes Truro different/ unique in your mind?

<open>

Do you have an idea for what the Town Seal could depict?

<open>

What else would you like us to know?

<open>

We encourage to share your name/contact info: (no spam)

Our goals are to:

- engage in a collaborative process
- cast a wide net for stakeholder input and synthesize that input to reflect the Town's values and aspirations
- eliminate historical inaccuracies and deliver a timeless design
- develop an appropriate representation of the community
- adhere to professional design standards and technical best practices to ensure the new design is effective in all its usage applications across Town departments and media
- ensure the new seal complies with Massachusetts state law.

5/22/2025 to the Ad Hoc Town Seal Committee

Thank you for considering my application for the Truro logo and town seal project. I'm excited about the opportunity to contribute to such a meaningful initiative for the Truro community.

As you review my website, darrenwotherspoon.com, I'd like to draw your attention to the **branding section**, which features a case study on **Pure Gallus**, a golf lifestyle and apparel brand. This experience provided me with a deep dive into **apparel manufacturing**, including extensive communication with vendors across the U.S., Peru, Bangladesh, and China. This fascinating process involved learning to create detailed **Tech Packs** for each vendor and apparel item, from golf shirts to hats. While I've designed logos for various media for years, this experience truly took my design process a step further by requiring the generation of specific, production-ready files for each item.

While I haven't yet had the pleasure of working with a municipality, my experience with **non-profit boards** has given me a strong understanding of working effectively with groups and navigating collaborative decision-making processes.

Given the project's scope and the allocated budget of \$10,000, I would genuinely appreciate being included on the list of designers considered. It sounds like a very interesting and worthwhile undertaking, and I believe my experience in logo design for local establishments, as you kindly noted, would be highly beneficial to this project.

Thank you again for your time and consideration.

Sincerely,

Darren Wotherspoon

darrenwotherspoon.com



Sylvia Tomayko-Peters
1 Meadow Rd, Unit 5
Provincetown, MA 02657
hello@middledune.com
508-237-8160

May 10th, 2025

To the Chair and members of the Town Seal Committee of Truro,

My name is Sylvia Tomayko-Peters and I'm an artist, designer, and resident of Provincetown. I grew up in Truro and feel a deep connection to the Outer Cape. While I couldn't wait to leave as a teenager, I was slowly drawn back to our unique sandbar and have now lived here year round for over five years. The windswept natural beauty and cultural heritage of the Outer Cape influence my work both personally and professionally and it is something I would love to honor in crafting a seal for my hometown.

My experience includes graphic design and branding for my own company, Middle Dune, as well as freelance work for businesses in Boston and Cape Cod. I have run Middle Dune, designing and printing handmade paper goods, for the past ten years and my work is stocked in gift shops, museum shops, and bookstores across the country. I also frequently work with nonprofits and businesses to create custom products for events and marketing. Projects include creating new designs from the ground up as well as using provided materials to produce a cohesive end product. I am proficient with design and layout software and I could provide the town with industry standard files and visual identity guidelines for use into the future.

I have firsthand experience working with town committees as I am also a member of Provincetown Conservation Commission. I understand that a design of this magnitude will require, and deserves, public input and revisions to capture the spirit of Truro and all its residents.

The following pages are examples from my portfolio including branding, design and artwork to show you a bit of myself and my work. For more information, you can visit my website: middledune.com. Please don't hesitate to reach out to me with any questions you may have.

Thank you for your time and consideration during this process.

Sincerely,
Sylvia Tomayko-Peters
(she/her)

Logos & Branding

NOR'EAST



UpRoom Games

Visual Identity

COYWOLF PRESS

Style Guide, 2025

Full Color

Grayscale

Wordmark

COYWOLF PRESS

COYWOLF PRESS

Logo



PMS: 2279-U
C:56 M:38 Y:76 K:18
R:109 G:120 B:80
HEX: 6D7850



PMS: 7533-U
C:59 M:63 Y:72 K:62
R:58 G:49 B:40
HEX: 3A3128



PMS: 5527-U
C:36 M:25 Y:43 K:0
R:168 G:173 B:150
HEX: A8AD96



PMS: Black-U
C:0 M:0 Y:0 K:0
R:45 G:41 B:38
HEX: 2D2926



PMS: Cool Grey 9-U
C:59 M:63 Y:72 K:62
R:58 G:49 B:40
HEX: 75787B



PMS: Cool Grey 3-U
C:45 M:46 Y:44 K:10
R:117 G:120 B:123
HEX: C8C9C7

Typography

Logo &
Header Front:
Candal

Body Font:
Century Gothic

Printed Matter: Rear Publisher's Mark



Centered
horizontally

Bottom clear space: 1/2"

Custom Product Design



Print of Sandy Neck Lighthouse designed for gift shop Thatcher Ellery in Sandwich, MA.



Prospect Hill monument water bottle designed for Magpie Industries in Somerville, MA.



Notebooks designed for the Fine Arts Work Center summer program in Provincetown, MA.



Notebooks designed for the Literary Sojourn festival in Steamboat Springs, CO.

Middle Dune Product Design & Artwork



Oracle deck with 48 cards & guidebook, inspired by treasures found walking on the Outer Cape.



Nautical notebook designed, printed, and bound by hand.



Hand carved block print on mulberry paper.



Screen printed bandana.