

Ad Hoc Town Seal Committee
Meeting Minutes
April 24th, 2025
9:00 am
In Person Meeting

Present: Holly Gardner, *Chair*
Peter Cook, *Vice-Chair*
Chris Nagle, *Clerk*
Sue Lichtenstein, *Member*
Isadora Medley, *Member*

Called to order at: 9:00 am

Approval of Minutes

Ms. Lichtenstein moved to approve the minutes of 04/08/25, Mr. Cook seconded. All in favor, Minutes approved.

Public Comment

Mr. Cook noted that there was a budget question at pre-Town Meeting, advised we be prepared for questions at Town Meeting.

New Business

Sharing of Clerk duties

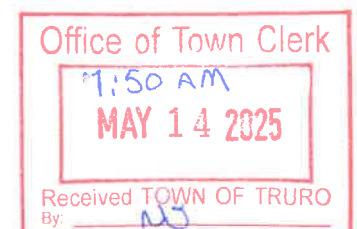
Ms. Gardner moved to approve the sharing of Clerk duties between Mr. Nagle and Ms. Medley for the recording and filing of minutes. Ms. Lichtenstein seconded. All in favor, sharing of recording duties is approved.

Reaching Stakeholders

Issues and suggestions for reaching stakeholders were discussed.
It was agreed that email is best way, so survey could be sent as a link.
The Town of Truro does not have all residents' email addresses.
The Library has those who are signed up for the library newsletter.
Ms. Lichtenstein said there is an email list of the Truro Parttime Residents Taxpayers Association (TPRTPA).
Ms. Gardner said that Katie Riconda has a Mailchimp account with many residents' email addresses, as well as social media accounts that residents follow. Ms. Lichtenstein questioned if we needed to use social media and the committee's consensus was it is an important way to communicate with stakeholders.

Survey Outreach

Send survey via email where we have addresses.
Post flyers in various locations directing people to the survey.
Mr. Cook suggested posting a QR Code in various locations and having survey cards available.



Mr. Cook said he would talk to the Elementary School principal about a curriculum addition where students can learn about town seals and do an art project designing their own. We will be clear that we are not holding a design contest or asking for design submissions from children. Ms. Gardner suggested we develop a simple 2-sentence statement/request about what we are looking for from participants and make clear we want input on what people value about Truro, not actual submissions of art or designs.

Ms. Lichtenstein suggested we make the survey available at the Farmers Market – QR Code, flyers.

Other places for outreach: Recreation Department, Community Center, Council on Aging, Library, Town Hall, DPW

Goals in near future

Design a Flyer

Write an online Survey

Design a card on which people can write input.

Ms. Medley suggested we keep the survey concise and consistent.

Ms. Gardner raised the question whether or not we have people put their names alongside their contributions and/or feedback.

After much discussion, committee appeared to be in favor of having contributors identify themselves.

Designers/Artists

The committee discussed the list of designers, in an attempt to narrow them down.

The committee discussed if an informal RFP was appropriate and if we should ask for a proposal from each designer.

Once selected, the committee will provide creative direction to the designer.

There was some preference mentioned for a person/firm who is a one-stop shop and the committee discussed that it's possible an artist could partner with a graphics person to fulfill the requirements.

Next Steps

Each committee member will bring proposed survey questions and input on a short pitch to the public to convey the essence of our mandate as part of input solicitation.

Adjournment

A motion to adjourn was made, seconded and voted on. Meeting was adjourned at 10:15am.

Respectfully submitted,
Chris Nagle


Chris Nagle, Clerk

