

# Town Seal Review Process

- Appoint a seven member review panel to:
  - Study and review the history of the current seal
  - Provide background on why the seal is in its current form
  - Research other town/city seals including those that have been changed recently
  - Obtain community input
  - Produce a report detailing findings and recommendations and work with designer to develop draft images should the recommendations include a change or modification
  - Make recommendations to Select Board and Town Meeting
- Review Panel Composition
  - Two representatives from 375<sup>th</sup> Committee
  - One representative from the Diversity, Equity, and Inclusion Commission
  - One representative from Preservation Commission
  - One representative from the Memorial Hall Library Trustees
  - One representative from the Andover Center for History and Culture
  - One representative from the Town Manager's Office
  - Liaison from the Select Board

# What A Process To Change the Seal Might Look Like

## *12-18 Month Process*

- Research current seal and relevant Town history
- Solicit community input
- Develop extensive community design process including:
  - Series of design charettes
  - Local artist submissions
- Obtain services of a professional design firm to support the work of the Committee and to develop drafts based on community input
- Design review process
- Finalize recommendations and presentation to Select Board and Town Meeting in 2022
- Adoption of new seal
- Community branding process