

**375<sup>th</sup> Committee**  
**July 7, 2011**

Present: Mary Antes, Pam Bonaguide, Lois Davis, John Dyer, Barbara Holtz, Frank Kennedy, Jane Sciacca, Deborah Seidman

Guest: Pete Curran, Member of Arts Wayland

**Logo Discussion with Arts Wayland**

Pete Curran asked the members a number of questions to help him understand what the committee is looking for in a logo. He will present the idea of Arts Wayland designing a logo for the 375<sup>th</sup> celebration at their August meeting. John said the anniversary dates and “375<sup>th</sup>” should be in the logo and the river should be featured. Lois said 1638 date should be noted as “settled” or the “first settlement.” Frank suggested emphasizing CELEBRATE since this is a celebration of the town. He asked how the logo will be used (banner, decal, etc.) Mary said that Lynne requested that the logo be adaptable for a variety of uses such as t-shirts, buttons, or stationery. She prefers simplicity over a busy design. Deborah said the logo should be fun for kids. Barbara suggested looking at other towns’ logos. John said the judging criteria should be defined in advance.

Pete suggested an initial deadline of October 1<sup>st</sup>, feedback by November 1<sup>st</sup>, and a final design by December. Pete asked whether the competition should be limited to Wayland residents. The committee said non-residents could participate as long as Wayland residents don’t feel slighted. Arts Wayland may involve the community in making the final selection and could possibly involve school children. Mary suggested that Arts Wayland consider fundraising projects, such as note cards.

**Deborah Seidman**

Deborah attended the meeting after contacting Mary to volunteer to work on the celebration. She is interested in getting kids involved, especially boys who are mainly interested in sports. She suggested a field day that might involve sports, activities, and events for kids of all ages. John suggested that she put her ideas into plan that identifies people and resources. Frank reminded members that there will be some fundraising but most of the money would come from sponsors.

**Other Business**

John said that there will most likely be a Veterans program in 2013. Frank has identified a possible fundraiser and treasurer. Pam is an event planner and she has offered to help. Lynne will oversee PR. Frank suggested working on a schedule for events.

**Minutes**

The minutes of the June 2, 2011 minutes were approved with two changes. (Kennedy/Davis)

The next meeting will be August 15, 2011.

The meeting was adjourned.