

## West Concord Junction Cultural District Committee Minutes

Tuesday March 9, 2021 at 5pm

Via Zoom

Members present: Kate Yoder, Jennifer Montbach, Margot Kimball, Ann Sussman

Members absent: Lisa Evans

Guests: Terri Ackerman (Select Board), Ed Feather (guest and prospective member)

Taking notes: Jennifer Montbach, Clerk

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The group met briefly to review graphic design proposals for the West Concord Junction Cultural District Committee map and brochure that the group is commissioning thanks to a \$7500 grant from the Massachusetts Cultural Council's Cultural Districts program.

Two proposals were presented by Jennifer Montbach at the last meeting via screen share. The committee requested that the full proposals be shared via email for more careful consideration, to inform today's discussion.

Ed wanted to discuss the "hand drawn" and "playful" aesthetic that Ann mentioned in the last meeting. Ann suggested fun, funky, creative and accessible. Ed agreed, but urged us to make sure that the final product was also legible and easy to understand. He pointed to The Umbrella's print and online materials as a quality of materials we should be striving for. Ed offered to help write a creative brief so that this goal was communicated to whichever designer was chosen. The committee gratefully accepted.

The committee reviewed the proposal from Jan Collen, including an Applewild booklet and two samples from Native American arts events. Her price was competitive but the group was not impressed with the work samples.

The committee reviewed the proposal from DBG Design. DBG's proposal is more expensive than the other submission, but within the budget that was pitched to the MCC. The group found DBG's work to be more mature and relevant to the CDC's stated goals. The group was especially impressed with the map and brochure for the Rose Kennedy Greenway. DBG's samples were clean and sophisticated, but also very playful and fun. Ed has been working in marketing and advertising for 27 years. Strongly prefers DBG. Jen has worked extensively with DBG Design and testified to her professionalism and quality of work.

The third designer, Morgan Kropa of Maynard, who did design work for the Town of Maynard, expressed interest in the project following initial contact, but did not submit a proposal and did not respond to further inquiries.

The group voted unanimously to hire DBG Design. The meeting was then adjourned.