

West Concord Junction Cultural District Committee Minutes

Tuesday, May 4, 2021 at 7 pm

Via Zoom

Members present: Kate Yoder, Jennifer Montbach, Margot Kimball, Ann Sussman, Ed Feather, Jennifer Hurley-Wales

Members absent: Lisa Evans

Guests: Terri Ackerman (Select Board), Marcia Rasmussen (Town of Concord)

Taking notes: Jennifer Montbach, Clerk

REVIEW DESIGN GUIDELINES

The group reviewed the design guideless

WCAC members present: Alan Koder, Amy Robinson, Amy Kaiser, Geoffrey Walton, John Cooley, Susan Mlodozeniec

Edits approved with the changes discussed this evening to be implemented by Susan Mlodozeniec

Joint unanimous approval. Guidelines will be forwarding to planning board

APPROVAL OF MINUTES

Minutes from the March 2 and April 6 2021 minutes were unanimously approved.

DESIGN BRIEF

Ed Feather presented a draft design brief for the upcoming brochure/map process.

Ed's presentation included a survey of other towns' cultural district logos, grouped by colors. The group shared their opinions and impressions of both colors, aesthetics, and emotional resonance.

Exploration of the junction/diamond visual as the basis for the logo. Would need to be stylized so that it's clearly a train junction and not a hashtag. Consider using the Depot as the iconic building in the log rather than Harvey Wheeler due to its connection to the tracks and central location.

We reviewed color palettes.

Margot shared a logo from the Spring into WCJ event and Jen shared some illustrations by Andy Smith.

The group encouraged Ed to continue his work on this project.

SPRING INTO WEST CONCORD

Margot discussed the "Spring Into West Concord Event" to kick off on Thursday May 20 at 1 pm with the unveiling of the mural.

She is hoping to get a farmer at the event. Someone in the group noted that children would still be in school. Teri suggested she contact Beth Williams for PR help.

The meeting was adjourned.