



**Economic Development Subcommittee  
Agenda & Meeting Packet**  
December 11, 2024

Meeting will be held at the **Municipal Building**  
Council Chambers, 2nd Floor  
355 East Central Street  
5:45 PM

**A NOTE TO RESIDENTS:** All citizens are welcome to attend public meetings in person. **To view the live meeting remotely, citizens** are encouraged to watch the live stream on the [Franklin Town Hall TV YouTube channel](#) or the live broadcast on Comcast Channel 9 and Verizon Channel 29. Meetings are also archived by Franklin TV on the [Franklin Town Hall TV YouTube channel](#) and shown on repeat on Comcast Channel 9 and Verizon Channel 29 for those who miss the live meeting. **To listen to the meeting remotely** citizens may call-in using this number: 1-929-205-6099. This will not permit participation in the meeting. **To participate in the meeting remotely** citizens are able to join a [Zoom Webinar](#) using the information provided below.

- Zoom Webinar ID #889 1998 0876
- Zoom Webinar Link [HERE \(https://us02web.zoom.us/j/88919980876\)](https://us02web.zoom.us/j/88919980876)
- **Any participants who wish to speak** during the webinar must enter their **full name and email address** when joining the webinar.
- All participants will be automatically muted upon joining the webinar. In order to speak, participants - who have entered full name and email address - will need to select the "Raise Hand" function to request to be unmuted.
- All speakers will be required to state their full name and street address before commenting.

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**Agenda:**

1. [Marketing and Branding Project](#)
  - a. Presentation of Logo and Town Seal Design Revisions - AJ Rebecchi
  - b. Discussion
  - c. Reconsideration and Vote
2. Adjourn

This is a meeting of the Franklin Town Council Sub-Committee; under the Open Meeting Law, this subcommittee is a separate "public body" from the Town Council. Therefore, unless the Town Council has separately notified and posted its own meeting, Councilors who are not members of this subcommittee will not be permitted to speak or otherwise actively participate @ this meeting, although they may attend and observe. This prohibition is necessary to avoid the potential for an Open Meeting Law Violation

# Town of Franklin

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OFFICE OF THE TOWN ADMINISTRATOR

## Memorandum

December 6, 2024

To: Town Council  
From: Jamie Hellen, Town Administrator  
Amy Frigulietti, Deputy Town Administrator

Re: **Marketing & Branding Project**

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As you may recall, at the last EDC meeting on November 20, 2024, the Committee voted 3-1 to recommend the [logo from the second round of revisions](#), by designer and Franklin resident, AJ Rebecchi, to the Town Council at their December 18, 2024 meeting. The EDC also voted unanimously to use the lowercase “f” (entitled Responsiveness Option B in the presentation) and Option C-2 of a revised Town Seal.

At the meeting one member raised questions and expressed confusion concerning the revised logo and later spoke with the Administration to clarify their questions and concerns. In an effort to ensure the Committee feels heard, the Administration worked with the designer on an additional round of designs to address the concerns raised and bring forth design changes accommodating these concerns.

At the next meeting we will have the designer provide an updated design and ask the Committee to consider new updates to the design for recommendation to the Town Council. We would also like to revisit the Town Seal discussion, as we have concerns with making significant changes to the seal, as such changes will trigger a lengthy process evolving the state to change the official town seal. With that, we recommend the Committee consider just digitally cleaning up the seal, as the project originally proposed, but keeping the historic seal of record.

As a reminder, this project was part of the Town Council goals and was started several years ago and picked back up last spring. Over the last four months we have had several rounds of meetings with the designer and opportunities for public comment and feedback, including a townwide survey. Once the logo is finalized, the designer can work with the Administration on the various departmental lockups, brand guidelines, templates and training. Our hope is to incorporate this new logo into our website redesign to be launched on January 7, 2025.

**The Town Branding Project is being funded through a state economic development earmark enacted by Governor Baker in November of 2022 and cannot be used for other municipal purposes.**