



Watertown City Council

Administration Building
149 Main Street
Watertown, MA 02472
Phone: 617-972-6470

Report of the Committee on Personnel and City Organization Meeting Date: June 11, 2024

The Committee convened on Tuesday, June 11, at 6 pm in the Third Floor Conference Room, with remote participation by Zoom.

Present were Councilors Caroline Bays, chair; John Gannon, vice chair; and Nicole Gardner, secretary. Also present were Council President Mark Sideris, Councilor Vinnie Piccirilli, Manager George Proakis, Deputy City Manager Emily Monea, staff members Tyler Cote, Jeanne Ostroff, Laura Murray, Chief Ryan Nicholson, Denise Moroney, and Doug Newton. Joining by zoom were Councilor Lisa Feltner, staff members Patrick George, Lisa Spellman, and residents Angeline Kounellis, and Elodia Thomas.

The Chair called the meeting to order at 5:31pm. The purpose of the meeting was to discuss the development of a City logo.

Chair Bays opened the meeting by explaining that a City Seal and City logo serve very different purposes. City Seals are used to certify official city documents and records, such as a proclamation, a water bill, a business certificate, a contract, minutes of a meeting. Logos are used to communicate a brand, for example when promoting a program, identifying a department, on websites and social media, for “skinning” a vehicle, for clothing, and so on.

Next, the Manager gave a presentation on the work of the Administration thus far. Attachment 1. He made the following key points:

- The Administration is developing a cohesive and easily recognizable brand for Watertown, which reflects the City’s 4 core values: innovative, optimistic, accessibility and resiliency.
- As part of this broader strategic effort, they are working with a highly qualified designer to develop a logo, which is a simple graphic symbol used to identify programs, initiatives, marketing, communications, etc. It includes an image, color scheme, font, usage guide, and so on.
- Currently departments have a variety of logos that are unrelated to each other and do not communicate “Watertown” to the resident or visitor.

- The logo would be used consistently across all departments while enabling departments and programs to be differentiated.
- He also noted that implementation would be managed in a cost effective way. Physical branding would occur over time. For example, business cards would not be replaced with the new logo until they ran out and a car would not be repainted until it was needed. Things that are free to change such as on a website or social media would happen immediately.

Councilor Piccirilli noted that the City Council had previously approved a “bridging cultures logo” specifically for wayfinding signs and asked whether that logo should be considered. The Manager explained that none of the wayfinding signs have yet been purchased, and that the color schemes are consistent. The team considered using that design, however it would not allow for branding by departments or programs.

Council President Sideris said that he feels consistency is most important, and that the wayfinding signs should be put on hold until the logo is decided upon.

Councilor Feltner said she feels it is important that we continue to use the Seal on letterhead, business cards, or any official business with the town. She wants more discussion and clarity on when the Seal will be used vs. the logo.

Elodia Thomas said she felt the logo had been sprung on the community and asked why. The Manager explained that a draft had been developed in order to give the Council and community something to respond to. She also noted that she would like to see the words “City of Watertown MA” on vehicles, for example, for clarity.

Angie Kounelis asked that her letter to the Council be read into the minutes, and Mr. Newton read the letter out in the meeting. Attachment 2. She said she feels it is very important for the City to continue to use the Seal, and a simplified version of the Seal rather than an avant garde and generic logo.

Councilor Gannon asked whether the Fire vehicles would be rebranded. The Manager said he would work with the Public Safety departments to determine this – it is too early to know yet.

Councilor Gannon asked why the Seal would not work as a logo. Mr. Proakis explained that the highly detailed Seal cannot be scaled or simplified in a way that captures its elements. Many other municipalities have this same challenge and it is a reason they are moving toward a logo for branding while protecting and preserving the Seal for official documents.

Councilor Gannon said he would like to see more public engagement and a survey and that he personally does not like the image, which he thinks looks like a life preserver.

Manager Proakis said that the City currently does not have the budget or staffing capacity to engage in an extensive community engagement process, which could run to a 6 figure budget.

Councilor Gardner said that based on her professional experience, developing a logo or brand by committee or votes doesn't work, because aesthetics vary so broadly. For that reason, while it might be helpful to have some reach out to the community, she would not support an extensive slow and costly process. Personally she likes the logo and that it evokes the river, which Watertown's most timeless and iconic attribute. She asked for the following be shared with the Committee

- The "bridging cultures" logo
- A proposed comprehensive listing of where the Seal would be used and where the logo would be used
- The proposed implementation plan

Councilor Bays said the process should have started by the Council making a formal decision on whether the City should create a logo. Councilor Gannon made that motion that the Committee determine that the City create a logo, which was seconded by Councilor Gardner, and which passed unanimously.

Councilor Bays felt it important to get some community input on design options.

Councilor Gardner made a motion, seconded by Councilor Gannon, that the PCO ask the Manager to come back with a proposal on how to get community feedback on logo options. The motion passed unanimously.

The meeting adjourned at 6:19 pm. Report prepared by Nicole Gardner

ELECTED OFFICIALS

Caroline Bays,
Chair

John G. Gannon,
Vice Chair

Nicole Gardner,
Secretary

SUBMISSION TO COMMITTEE ON PERSONNEL AND CITY ORGANIZATION FOR MEETING ON
TUESDAY, 06/11/2024 AT 5:30 P.M.

Dear Councilors Bays, Gannon and Gardner:

Following within this email communication; are my thoughts as sent to the City Council on 03/16/2024. Still unanswered are the questions that I posed. I respectfully ask of the Committee, that all my queries receive a response.

I, along with many residents, disapprove of attempts to "brand" the City of Watertown with an avant-garde commercial rendering. The marvels of technology allow for easy transfer of the City Seal to all documents and surfaces. I have been reminded that the City created a simplified (line art) version of the City Seal that appears on the high density polyethylene trash and recycling totes, (image attached).

In my opinion, the City Seal exudes respect for the City and its people. Whether the Seal is affixed to City letterhead, business cards, vehicles or emblazoned on a trash receptacle. A generic "Logo" could be any business entity.

A municipality of the people honors its history, expressed as: "In Pace Condita" (founded in peace). I considered it an honor and privilege to serve under the City Seal of Watertown.

Best,

Angie

Angeline Maria B. Kounelis

Retired District A, East End, City Councilor

Landline: 617-926-2352

Mobile: 617-538-9252

Sent from my Smartphone - Apologies for brevity and/or typos

Committee on Personnel and City Organization

June 11, 2024

Developing a brand for Watertown

Watertown set out to develop a cohesive, easily recognizable brand for the City in 2023.

Working with a graphic designer with extensive municipal government experience, we strove to develop a brand strategy that includes a logo, a color palette, fonts, and other design elements that allow the City to present itself in a consistent way to the public while also giving departments and programs the flexibility to portray their own unique identities.

Importantly, this brand is meant to exist in tandem with our City Seal, which will continue to be used for official purposes.

Example of a municipal branding strategy

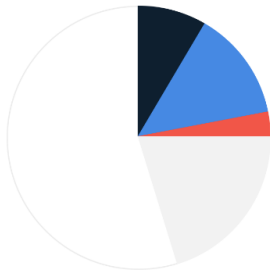
COLOR

The mix of reds, whites, and blues of the color palette are contrasted with a modern gray. This reflects the progressive nature of the City, while paying homage to its iconic past. The primary color of the site is white. The use of white space is a grounding mechanism for clearly delivered content. The primary colors are the bursts that direct the eye to important notifications and moments of functionality. The supporting colors are there when your design needs some variation in order to work.

COLOR RELATIONSHIPS

The primary color of the site is white. If we zoomed out of the site you would see white spaces as the grounding mechanism for clearly delivered content.

The primary colors are the bursts that direct the eye to important notifications and moments of functionality. Use the blues strongly and purposefully, and use the red sparingly. Use the light gray liberally with white, while still keeping white dominant.



TYPOGRAPHY

There are two typefaces that make up Boston.gov's typographic language. They have been chosen for their contrast, as well as their boldness. Lora and Montserrat are both [Google Web Fonts](#).

MONTSERRAT

With its design inspired by urban streets and the posters found there, Montserrat is bold, strong, and official. Yet, it has a few small quirks that give it a friendliness and warmth that you don't usually find in such sturdy sans-serifs. Use it for navigation, buttons, and primary headers. Always use it in **UPPERCASE bold**. [Download it](#).

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

BRAND STRATEGY

CONFIDENT

Make strong statements, not questions. People come looking for answers so having a strong point of view is crucial. Be direct and get to the point quickly. Don't use the subjunctive. The words "if, maybe, but, may, could" don't live in our vocabulary. The fewer adjectives, the shorter the sentences, and the less fluff the better. If you're about to add a comma, think if a punchy full stop wouldn't be better.

HELPFUL

We are here to serve — to make things easier and simpler for our citizens. Anything we say or any information we give, should be useful, easy to understand, and relevant to that individual.

Watertown's current visual public presentation

- The City's current visual presentation of itself is inconsistent.
- A few departments use department-specific logos, while many use the City seal or no symbolic identification at all. Often departments use a mix of these three methods depending on the work product.
- There is no consistency in colors, fonts, or styles used across departments (and sometimes within departments).



For comparison: some of our recent promotions

Hello Watertown 311.
How can we help?

311
SEE - CLICK - FIX

A pothole needs
to be filled.



WATERTOWN 311
SEE - CLICK - FIX

New City Hall, Parker Annex & Senior Center Hours

Most City departments' hours are changing

DPW & Inspectional Services on different schedules

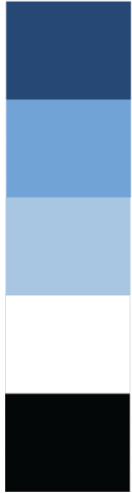
Starting June 3, 2024

These are new permanent hours!

New Hours	
Monday	8:30 AM - 5:00 PM
Tuesday	8:30 AM - 7:00 PM
Wednesday	8:30 AM - 5:00 PM
Thursday	8:30 AM - 5:00 PM
Friday	8:30 AM - 12:30 PM

Email 311@watertown-ma.gov Call 311 Visit www.watertown-ma.gov

Brand strategy – in progress



Brand strategy:

The purpose of the rebrand is to reflect the City's core values and present a consistently clean image

Innovative – Our logo represents new creative, yet consistent, ideas and processes.

Optimistic – Our Brand embodies a hopeful and confident future.

Accessibility – Our brand strategy is made for everyone. Whether written information or visual guides, the City of Watertown finds it critical for its residents to not only access the information they need, but the resources available to them.

Resiliency – To align with our initiatives of the Climate and Energy plans. Our branding mirrors the values of perseverance and rising to each new challenge.



311



A logo is one element of a brand strategy



WATERTOWN 311
SEE - CLICK - FIX

New City Hall, Parker Annex & Senior Center Hours

Most City departments' hours are changing

DPW & Inspectional Services on different schedules

Starting June 3, 2024

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Monday	8:30 AM - 5:00 PM
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Email 311@watertown-ma.gov Call 311 Visit www.watertown-ma.gov

A logo is one element of a brand strategy



WATERTOWN 311
SEE - CLICK - FIX

New City Hall, Parker Annex & Senior Center Building Hours

 **WATERTOWN**
MASSACHUSETTS

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What is a logo?

A logo is a graphic symbol that is used to identify City programs, initiatives, marketing and promotional materials, and more.

Logos are often part of a broader branding strategy and are intended to be relatively simple and flexible in design. They can also be adapted for individual departments and programs.



WATERTOWN
MASSACHUSETTS



WATERTOWN
MASSACHUSETTS



Department sub-branding – illustrative & not final



WATERTOWN
CITY CLERK



WATERTOWN
HEALTH



WATERTOWN
EMERGENCY MANAGEMENT



WATERTOWN
RECREATION



WATERTOWN
311 DEPARTMENT



WATERTOWN
PUBLIC BUILDINGS

What is a seal?

A seal is the most formal and authoritative symbol of a municipality and is used to certify official documents and records. The City Clerk is the official custodian of Watertown's seal.

A seal often represents a municipality's history and founding, and they are often intricate in design. Seals are used in contexts that require authenticity and official recognition, such as legally binding documentation, government-issued certificates, and proclamations.



We are not proposing to change the seal or its use for official documents and records.



CITY OF WATERTOWN
 Massachusetts
 2024-000
 Office of the City Clerk

BUSINESS CERTIFICATE - D/B/A

Original Issue Date: 01/26/2024 New or Renewal: New
 Original Expiration: 01/26/2028 Renewal Expiration: N/A

The undersigned hereby declares a business as described below under the following title and address, and further acknowledges compliance with all local Zoning, Inspectional Services and/or State requirements:

ABC Corporation dba XYZ Cafe
 (Name of Business)
 123 Main Street
 (Address of Business)
 Sample Business
 (Description of Business)

OWNER SIGNATURE(S):

(1) _____ (2) _____
 (3) _____ (4) _____

Printed Owner Name (s): _____ Residence: _____
 1) Owner Info _____ 978 Main Street Watertown, MA 02472
 2) _____
 3) _____
 *Note: _____

CITY CLERK or DESIGNEE

On this date then personally appeared the above-named person(s) who proved to me through satisfactory evidence of identification the person(s) whose name(s) is/are signed on the preceding document who swore or affirmed to me that the contents of this document are truthful and accurate to the best of their knowledge and belief.

Noelle Gilligan City Clerk
 City Clerk / Designee Printed Name Title



City Council Meeting
 Tuesday, June 11, 2024 at 7:00 PM
 Richard E. Mastrangelo Council Chamber
 149 Main Street
 Watertown, MA

Agenda

ACCESS INFORMATION:

- A. This meeting will be held on June 11, 2024 at 7:00 P.M. Location: Richard E. Mastrangelo Council Chamber
- B. The meeting will be televised through WCATV (Watertown Cable Access Television): <http://vod.wcatv.org/CablecastPublicSite/watch-now/?site=3>
- C. The Public may join the virtual meeting online: <https://watertown-ma.zoom.us/j/92991331344>
- D. Public may join the virtual meeting audio only by phone: (877) 853-5297 or (888) 475-4459 (Toll Free) and enter Webinar ID: 529 9133 1344
- E. Public may comment through email: zpccl@watertown-ma.gov
- F. Please Visit the City Council Website here: <https://www.watertown-ma.gov/350/City-Council>

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. PUBLIC FORUM
4. EXAMINATION OF RECORDS OF PREVIOUS MEETINGS
 - A. Minutes from City Council Meeting May 26, 2024
5. PRESIDENT'S REPORT



CITY OF WATERTOWN
 Office of the City Clerk
 Administration Building
 149 Main Street
 Watertown, Massachusetts 02472

Noelle Gilligan
 City Clerk/Chief Election Officer

Telephone (617) 715-8686
 Fax (617) 972-6595

VOTER REGISTRATION CERTIFICATE

We certify that _____
 is a registered voter at _____
 as of the date of this certificate.

At least three registrars' names must be signed or stamped below.

 (Today's Date: Month, Day, Year)

 REGISTRARS OF VOTERS OR
 ELECTION COMMISSIONERS

 (City or Town)



City of Watertown
 Watertown, MA

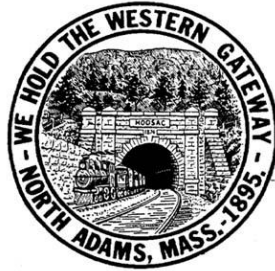
WATER & SEWER BILL

Customer Copy

Keep this portion for your records

Customer				Service Address				
RESIDENT NAME				123 ABC ROAD				
Bill Number	Account Number			Bill Date		Due Date		
000000000	0000000			04/12/2024		05/13/2024		
Description	ERT Number	Current Read Date	Previous Read Date	Current Meter Reading	Previous Meter Reading	Read Code	Usage	Charge
5/8" WATER METER	1735015	03/01/2024	12/01/2023	223015	220736	OTHER READ	2279	133.93
SEWER CHARGE		03/01/2024	12/01/2023	223015	220736		2279	252.29

Many communities use both seals and logos – for different purposes



CITY OF KNOXVILLE

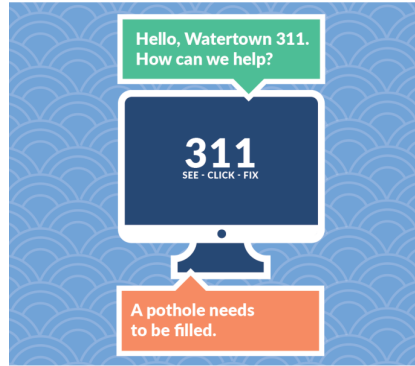


CITY OF KNOXVILLE

Alternative logo options considered



We are excited to continue advancing our brand strategy and hope to include the logo as part of that effort.



WATERTOWN 311
SEE - CLICK - FIX

New City Hall, Parker Annex & Senior Center Building Hours



Most City departments' hours are changing



DPW & Inspectional Services on different schedules

Starting June 3, 2024

New Hours

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Email

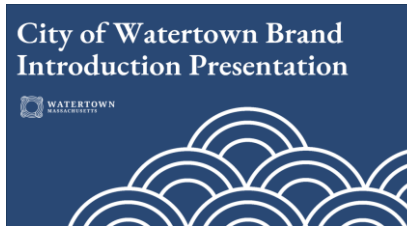
311@watertown-ma.gov

Call

311

Visit

www.watertown-ma.gov



City of Watertown, MA
George Proakis (he/him/his)
City Manager
617-972-6465

watertown-ma.gov



City of Watertown, MA
Laura Murray (she/her)
Director | Constituent Services
617-972-6465

watertown-ma.gov



Thank you

