

Town Clerk's Office

MEMORANDUM

To: Town Board
From: Erin Trostle
Date: June 29, 2026
Re: Draft minutes

Please review the attached minutes of the June 16, 2026 Town Board meeting.

MINUTES OF THE JUNE 16, 2026 MEETING OF THE TOWN BOARD OF THE TOWN OF POUND RIDGE HELD AT 179 WESTCHESTER AVENUE, POUND RIDGE, NEW YORK, AND VIA ZOOM VIDEOCONFERENCE, COMMENCING AT 7:30 PM

PRESENT: SUPERVISOR KEVIN HANSAN
DEPUTY SUPERVISOR/COUNCILPERSON DIANE BRIGGS
COUNCILPERSON ALISON BOAK
COUNCILPERSON NAMASHA SCHELLING
COUNCILPERSON DANIEL PASCHKES

ALSO

PRESENT: TOWN ATTORNEY WILLIAM HARRINGTON (via videoconference)
TOWN CLERK ERIN TROSTLE

I. CALL TO ORDER OF REGULAR MEETING

Supervisor Hansan called the meeting to order at 7:36 pm.

II. CALL FOR EXECUTIVE SESSION

Board Action: Motion by Councilperson Boak, seconded by Councilperson Paschkes, all voting aye, to call for an executive session at 6:30 pm on July 7, 2026 to discuss a personnel matter.

III. ANNOUNCEMENTS

- Early voting continues through Sunday, June 21. The primary election date is Tuesday, June 23.
- The Rec Department's End-of-School Bash will be held on Wednesday, June 24 at the Town Park.
- Independence Day and Rev 250 events will include dedication of a plaque honoring Revolutionary War veterans at Conant Hall on July 3, followed on July 4 by the annual road race, a concert in the park, and an extended fireworks display.

IV. MINUTES

Board Action: Motion by Councilperson Briggs, seconded by Councilperson Schelling, all voting aye, to approve the minutes of the June 2, 2026 Town Board meeting.

V. PUBLIC COMMENT I

There were no comments from members of the public.

VI. PUBLIC HEARING

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Boak, all voting aye, to open a public hearing on acceptance of the State Comptroller's final order regarding formation of the Scotts Corners Water District.

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Supervisor Hansan explained that the public hearing would be continued at the July 7, 2026 meeting.

Resident John McCown listed various concerns that he detailed in a letter sent to Town Board members earlier in the day.

Resident Richard Mendes said that overdevelopment of Scotts Corners is unlikely.

Property owner Mark Gjelaaj said that he supports the water district and questioned the accuracy of some of Mr. McCown's statements.

Resident Elaine Suda said installing a residential water system would be less expensive solution than creating a public water system.

Resident Cheryl Suda said that the property where she lives has never had a commercial use.

Resident James Best, who is also co-chair of the Water/Wastewater Task Force, said that there is a serious water contamination problem in Scotts Corners and that business owners who must meet health department demands face exorbitant costs.

Resident Jessica Watts said that in her experience as a realtor, water contamination and not having a vibrant business district would be detrimental to home values.

Resident Alex Goldfarb said that increased home values limit affordability and expressed concern that property owners who live outside the district could be impacted by construction cost overruns.

Resident Nicole Shaffer said that business owners and patrons of local businesses deserve to have clean water.

Noting that many of his tenants have to use bottled water due to contamination, property owner Mirash Vataj expressed support for the water district.

Property owner Fred Albano reported that meeting requirements imposed by the county has cost him tens of thousands of dollars over the course of two years.

Resident Trevor Velez said that progress is necessary to sustain a healthy business district.

Resident John Nathan said that there is a significant error in the State Comptroller's final order.

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Boak, all voting aye, to adjourn the public hearing and hold it over until the July 7, 2026 Town Board meeting.

VII. NEW BUSINESS

A. Town Board

1. Appointment of Denise Simao to the Sustainability Committee

RESOLUTION 149-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby appoints Denise Simao as a member of the Sustainability Committee.

ADOPTED: Boak AYE
 Briggs AYE
 Hansan AYE
 Paschkes AYE
 Schelling AYE

2. Appointment of Grace Dow to the Water Control Commission

RESOLUTION 150-26

Board Action: Motion by Councilperson Boak, seconded by Councilperson Paschkes on the following:

RESOLVED, that the Town Board hereby appoints Grace Dow as a member of the Water Control Commission.

ADOPTED: Boak AYE
 Briggs AYE
 Hansan AYE
 Paschkes AYE
 Schelling AYE

3. Appointment of Joseph Capalbo as Highway Superintendent RESOLUTION

151-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby appoints Joseph Capalbo as Highway Superintendent effective July 1, 2026, pursuant to the Supervisor's memo dated June 16, 2026.

ADOPTED: Boak AYE
 Briggs AYE
 Hansan AYE
 Paschkes AYE
 Schelling AYE

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4. Appointment of Vincent Zafonte as Cemetery Commissioner

RESOLUTION 152-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby appoints Vincent Zafonte as Cemetery Commissioner effective immediately, pursuant to the Supervisor's memo dated June 16, 2026.

ADOPTED: Boak AYE
 Briggs AYE
 Hansan AYE
 Paschkes AYE
 Schelling AYE

5. SEQRA declaration regarding BESS zoning amendment

RESOLUTION 153-26

Board Action: Motion by Councilperson Boak, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby declares itself lead agent for purposes of SEQRA review of the proposed zoning amendment to regulate Battery Energy Storage Systems (BESS).

ADOPTED: Boak AYE
 Briggs AYE
 Hansan AYE
 Paschkes AYE
 Schelling AYE

6. Call for public hearing

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Boak, all voting aye, to call for a public hearing on re-adoption of the proposed zoning amendment to regulate Battery Energy Storage Systems (BESS).

B. Highway Department

1. Approval to purchase blower

RESOLUTION 154-26

Board Action: Motion by Councilperson Briggs, seconded by Councilperson Schelling on the following:

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RESOLVED, that the Town Board hereby authorizes the purchase of a Buffalo Turbine Cyclone debris blower from Ossining Lawnmower at a cost of \$11,750.00, as budgeted.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

2. Approval for rental of air curtain burner

RESOLUTION 155-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby authorizes the rental of an air curtain burner for a period of one month at a cost of \$10,500, to be funded from budget line 5130.0400.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

3. Approval for purchase of wheel loader

RESOLUTION 156-26

Board Action: Motion by Councilperson Boak, seconded by Councilperson Paschkes on the following:

RESOLVED, that the Town Board hereby authorizes the purchase of a John Deere 624 P wheel loader at a cost of \$294,404.70, to be paid from the Capital Fund.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

C. Police Department – Approval for vehicle purchases

RESOLUTION 157-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

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RESOLVED, that the Town Board hereby authorizes the purchase of a 2026 Ford Police Interceptor Utility AWD Explorer at a cost of \$75,853.40; AND BE IT FURTHER

RESOLVED, that the Town Board hereby authorizes the purchase of a 2026 Ford F-150 Police Responder XL 4WD pickup truck at a cost of \$70,067.33, of which \$55,414.00 will be funded by the insurance payout on the 2018 Ford Explorer that was crushed by a tree.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **NO**

D. Town Clerk

1. Approval for budget transfer for purchase of archival storage materials

RESOLUTION 158-26

Board Action: Motion by Councilperson Briggs, seconded by Councilperson Paschkes on the following:

RESOLVED, that the Town Board hereby authorizes a budget transfer of \$2,500.00 from contingency to budget line 1410.0400 to fund the purchase of archival record storage materials.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

2. Approval for special event permit for Sister City event

RESOLUTION 159-26

Board Action: Motion by Councilperson Briggs, seconded by Councilperson Boak on the following:

RESOLVED, that the Town Board hereby approves a special event permit for a Sister City fundraiser to be held on June 26, 2026 at the Village Green.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

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3. Approval for special event permit for Chabad menorah lighting

RESOLUTION 160-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby approves a special event permit for Chabad's menorah lighting, to be held on the Village Green on December 5, 2026.

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

E. Grants – SEQRA determination regarding Playground renovation project

RESOLUTION 161-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Boak on the following:

WHEREAS, the Town of Pound Ridge intends to renovate an existing playground by replacing outdated equipment with new equipment within the same footprint (the "Project") at a municipal park property located at 199 Westchester Avenue, Pound Ridge, New York; AND

WHEREAS, the Project consists of the replacement, rehabilitation, or reconstruction of a structure or facility, in kind, on the same site; AND

WHEREAS, Title 6 Part 617.5 of the New York Code of Rules and Regulations (6 NYCRR §617.5) under the State Environmental Quality Review Act (SEQRA) provides that certain actions identified in subdivision (c) of that section are not subject to environmental review under the Environmental Conservation Law; AND

WHEREAS, Subdivision (c) Paragraph (2) of 6 NYCRR §617.5 identifies the "replacement, rehabilitation or reconstruction of a structure or facility, in kind, on the same site, including upgrading buildings to meet building, energy, or fire codes" as an action not subject to environmental review under the Environmental Conservation Law; NOW, THEREFORE, BE IT

RESOLVED, that the Town of Pound Ridge hereby determines that the Project is a Type II action in accordance with 6 NYCRR Section 617.5(c)(2) and is therefore not subject to further review under the Environmental Conservation Law.

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ADOPTED: Boak AYE
Briggs AYE
Hansan AYE
Paschkes AYE
Schelling AYE

F. Landmarks – 50th anniversary banners

RESOLUTION 162-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs on the following:

RESOLVED, that the Town Board hereby authorizes the placement of banners celebrating the 50h anniversary of the Landmarks and Historic District Commission on the streetlights in Scotts Corners through the end of 2026.

ADOPTED: Boak AYE
Briggs AYE
Hansan AYE
Paschkes AYE
Schelling AYE

VIII. PUBLIC COMMENT II

There were no additional comments from members of the public.

IX. FINANCIAL MATTERS – Pay bills

RESOLUTION 163-26

Board Action: Motion by Councilperson Paschkes, seconded by Councilperson Briggs, on the following:

RESOLVED, that the Town Board hereby authorizes the Supervisor to pay the following claims as detailed in Abstract 12-2026:

Fund	Claim Numbers	Total Amount
General Fund	A00573–A00632	\$235,920.75
Highway Fund	D00186–D00203	\$22,367.82
Trusts & Agency	AT00032–AT00037	\$5,720.00

AND BE IT FURTHER RESOLVED, that the following advance-of-audit claims listed in Abstract 12-2026 are hereby allowed:

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Fund	Claim Numbers	Total Amount
General Fund	A00633–A00635	\$9,181.49

ADOPTED: **Boak** **AYE**
 Briggs **AYE**
 Hansan **AYE**
 Paschkes **AYE**
 Schelling **AYE**

X. ADJOURNMENT: There being no further business to come before the Town Board, Supervisor Hansan adjourned the meeting at 8:48 pm.

XI. RECONVENE AS PARKING DISTRICT COMMISSION: Supervisor Hansan called the meeting to order at 8:48 pm.

RESOLUTION 164-26

Board Action: Motion by Councilperson Boak, seconded by Councilperson Schelling, on the following:

RESOLVED, that the following advance-of-audit claims listed in Abstract 12-2026 are hereby allowed:

Fund	Claim Numbers	Total Amount
Parking District	ST00016–ST00017	\$606.64

XII. ADJOURNMENT: There being no further business to come before the Parking District, Supervisor Hansan adjourned the meeting at 8:48 pm.

Erin Trostle, Town Clerk
Dated at Pound Ridge, New York
June 30, 2026



EMAIL: WPHarrington@bpslaw.com
chiefstaff@townofpoundridge.com

Norton Rose Fulbright US LLP
1301 Avenue of the Americas
New York, New York 10019-6022
United States

June 15, 2026 [REVISED]

Bill Harrington
Town Attorney
Town of Pound Ridge
Town House
179 Westchester Avenue
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Re: Town of Pound Ridge, Westchester County, New York
Resolution and Final Order Establishing the Scotts Corners Water District

Dear Bill:

Attached is a draft of the resolution and final order establishing the Scotts Corners Water District. Please review and make any changes you see fit. This resolution requires a majority vote of the Town Board.

Please do not hesitate to call me if you have any questions on this matter.

Very truly yours,

Uyen Poh
Enclosure

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At a regular meeting of the Town Board of the Town of Pound Ridge, Westchester County, New York, held at the Town Hall, 179 Westchester Avenue, in Pound Ridge, New York, on July 7, 2026, at 7:30 P.M., Eastern Time.

The meeting was called to order by _____, and upon roll being called, the following were

PRESENT:

ABSENT:

The following resolution was offered by Councilperson _____, who moved its adoption, seconded by Councilperson _____ to-wit:

RESOLUTION AND FINAL ORDER DATED JULY 7, 2026, ESTABLISHING THE
SCOTTS CORNERS WATER DISTRICT IN THE TOWN OF POUND RIDGE,
COUNTY OF WESTCHESTER, STATE OF NEW YORK, PURSUANT TO ARTICLE
12-A OF THE TOWN LAW OF THE STATE OF NEW YORK

WHEREAS, the Town of Pound Ridge initiated proceedings to establish the Scotts Corners Water District (the “District”) in the Town of Pound Ridge (the “Town”), pursuant to Article 12-A of the Town Law; and

WHEREAS, the proposed District will serve approximately 39 parcels that comprise residential properties and commercial properties, including local businesses in the Scotts Corners Business District, which functions as the economic and civic center of the Town; and

WHEREAS, the Scotts Corners Business District serves the approximately 5,000 residents of the Town as well as thousands of visitors from surrounding communities who come to the Scotts Corners Business District for local services, shopping, dining, and community activities; and

WHEREAS, the drinking water in the proposed District may be contaminated with methyl tert-butyl ether (MTBE), tetrachloroethylene (PCE), perfluorooctane sulfonate (PFOS), and perfluorooctanoic acid (PFOA); and

WHEREAS, three properties within the proposed District have received Notices of Violation from the Westchester County Department of Health for exceeding New York State maximum contaminant levels; and

WHEREAS, the groundwater contamination stems from decades of chemical and petroleum spills that have plagued properties in the proposed District, placing the health of residents and business patrons at risk on a daily basis; and

WHEREAS, in the absence of a public water supply, some residents and businesses currently rely on bottled water or costly individual filtration systems to obtain safe drinking water; and

WHEREAS, the Town believes that the establishment of the District is needed to remedy the foregoing public health hazard and to provide safe, clean, and reliable drinking water to the residents, businesses, and visitors of Scotts Corners; and

WHEREAS, the Town has caused Laberge Group (the “Engineer”) to prepare a map, plan and report relating to the establishment of the proposed Scotts Corners Water District, entitled “Scotts Corners Water District Map, Plan, and Report” and dated May 15, 2024 (the “Report”), along with an Addendum No. 1 and various letters from the Engineer relating thereto, all of which are on file with the Town Clerk and available for public inspection; and

WHEREAS, the improvements proposed for the District to connect to the water supply owned and operated by the Aquarion Water Company include the acquisition and construction of a water main, valves, meter pit, hydrants, a treatment building and original equipment, machinery, apparatus, appurtenances, service lateral connections from the water main to the property or easement line, and incidental improvements and expenses in connection therewith, all as more fully described in the Report (collectively, the “Water Improvements”); and

WHEREAS, the estimated maximum cost of the Water Improvements is \$10,907,000 and the plan of financing includes (i) the issuance of up to \$3,340,000 of bonds of said Town and (ii) with the remainder to be paid for with a NYS Water Infrastructure Improvement (WIIA) grant from the New York State Environmental Facilities Corporation (“EFC”); and

WHEREAS, pursuant to a resolution dated July 2, 2024 the Town Board approved the establishment of the District under Article 12-A of the Town Law, subject to approval from the New York State Comptroller (the “State Comptroller”); and

WHEREAS, such July 2, 2024 resolution was approved by the voters in the proposed District at a special referendum held on October 24, 2024; and

WHEREAS, subsequent to such voter approval in favor of the establishment of the proposed District, the Town submitted an application for approval of the establishment of the District with the State Comptroller; and

WHEREAS, on May 27, 2026, the State Comptroller approved the creation of the Scotts Corners Water District at a cost not to exceed \$10,907,000; and

NOW, THEREFORE, BE IT

RESOLVED AND DETERMINED that the public interest will be served by the establishment of the District in accordance with the application filed by the Town with the State Comptroller; and

ORDERED, that the District is hereby established, to be known as “Scotts Corners Water District in the Town of Pound Ridge” and shall be bounded and described as set forth in **Exhibit A** attached hereto; and

ORDERED, that the improvements to the District shall be constructed at an estimated maximum cost not to exceed \$10,907,000 and the portion of the plan of financing attributable to the property owners in the District is by the issuance of bonds of the Town in an amount not to exceed \$3,340,000, which will be assessed by the assessment, levy and collection of the special assessments from the several lots and parcels of land within the District, which the Town Board shall determine to be especially benefited by said District, so much upon and from each as shall be in just proportion to the amount of benefit which the District shall confer upon the same, as calculated based on the equivalent dwelling units (EDUs) assigned to such property, to pay the principal of and interest on said bonds as the same shall become due and payable; and

ORDERED, that the Town Clerk shall, within ten (10) days after the adoption of this Order, file a certified copy thereof in the Westchester County Clerk's Office and with the Office of the State Comptroller.

The question of the adoption of the foregoing resolution and order was duly put to a vote on roll call, which resulted as follows:

_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____

The resolution was thereupon declared duly adopted.

* * *

TOWN OF POUND RIDGE
SCOTTS CORNERS WATER DISTRICT
BOUNDARY DESCRIPTION

April 18, 2024
(Revised July 2, 2026)

Town of Pound Ridge
Westchester County, New York

The following is intended to describe the bounds of the Scotts Corners Water District within the Town of Pound Ridge, Westchester County, New York as shown on the map entitled “Scotts Corners Water District, Figure 1A - Water District Boundary Map” prepared by Laberge Group and dated April 18, 2024. The district is comprised of a single contiguous area.

Beginning at a Point located at the intersection of the northerly bounds of Westchester Avenue and the westerly bounds of Tax Map Parcel (Parcel) 9454-36, and continuing northerly along said westerly bounds to a point located at the intersection of the southerly bounds of Parcel 9454-18;

Thence easterly, along the northerly bounds of the following Parcels: 9454-36, 9454-5, 9454-6;

Thence southerly, along the easterly bounds of Parcel 9454-6 to the intersection with the northerly bounds of Parcel 9454-35;

Thence south-easterly, along the northern bounds of Parcel 9454-35 to its intersection with the northwestern bounds of Parcel 9454-10;

Thence north-easterly, along the northwestern bounds of Parcel 9454-10 to its intersection with the westerly bounds of Trinity Pass Road;

Thence south-easterly along the westerly bounds of Trinity Pass Road to a point directly west from the northwesterly corner of Parcel 9456-1.9;

Thence easterly across the bounds of Trinity Pass Road to its intersection with the northerly bounds of Parcel 9456-1.9;

Thence easterly, southerly and westerly around the bounds of Parcel 9456-1.9 to its intersection with the northerly bounds of Westchester Avenue;

Thence southerly across Westchester Avenue to the northerly bounds of Parcel 9455-25;

Thence easterly along the northern bounds of Parcels 9455-25 and 9455-26 to a point directly south of Parcel 9456-4;

Thence across the bounds of Westchester Avenue to its intersection with the north-westerly bounds of Parcel 9456-4;

Thence northerly and easterly along the northerly bounds of Parcels 9456-4 and 9456-5 to the westerly bounds of Parcel 9456-13;

Thence southerly along said bounds to the northwest corner of Parcel 9456-7;

Thence easterly along the northern bounds of Parcel 9456-7 to its intersection with the westerly bounds of Parcel 9456-9;

Thence southerly along the easterly bounds of Parcel 9456-7 to its intersection with the northerly bounds of Parcel 9456-8;

Thence easterly along the northerly bounds of Parcel 9456-8 to its intersection with the westerly bounds of Parcel 9456-9;

Thence southerly along the easterly bounds of Parcel 9456-8 to the northerly bounds of Westchester Avenue;

Thence south-westerly across Westchester Avenue to the north-easterly corner of Parcel 9455-10;

Thence southerly along the easterly bounds of Parcel 9455-10 to its intersection with the northerly bounds of Parcel 9455-9;

Thence westerly along the southern bounds of the following Parcels: 9455-10, 9455-13, 9455-14;

Thence south-westerly along the easterly bounds of Parcel 9455-20 to its intersection with the eastern corner of Parcel 9455-18.9;

Thence northerly along the westerly bounds of Parcels 9455-20 and 9455-21 to its intersection with the southerly bounds of Parcel 9455-27;

Thence westerly along the southerly bounds of Parcel 9455-27 to its intersection with the easterly bounds of Parcel 9455-17;

Thence northerly along the westerly bounds of Parcel 9455-27 to its intersection with the southerly bounds of Parcel 9455-26;

Thence westerly along the southerly bounds of Parcel 9455-26 to the south-easterly corner of Parcel 9455-22;

Thence northerly and westerly along the easterly and northerly bounds of Parcel 9455-22 to its intersection with the easterly bounds of Lower Trinity Pass Road;

Thence northerly along the easterly bounds of Lower Trinity Pass Road to a point easterly of the south-easterly corner of Parcel 9320-65;

Thence crossing Lower Trinity Pass Road to said corner;

Thence westerly along the southerly bounds of Parcel 9320-65 to its intersection with the easterly bounds of Trinity Lane;

Thence north-westerly across Trinity Lane to the south-easterly corner of Parcel 9320-56;

Thence westerly, northerly and easterly along the bounds of Parcel 9320-56 to the south-westerly corner of Parcel 9320-58;

Thence north-easterly along the westerly bounds of Parcel 9320-58 to its intersection with the southerly bounds of Westchester Avenue;

Thence crossing Westchester Avenue to a point on the southerly bounds of Parcel 9454-7;

Thence from said point, westerly along the southern bounds of Parcels 9454-7, 9454-6, 9454-5 and 9454-36 to the Point and Place of Beginning.

STATE OF NEW YORK)
)ss.:
COUNTY OF WESTCHESTER)

I, the undersigned Clerk of the Town of Pound Ridge, Westchester County, New York, DO
HEREBY CERTIFY:

That I have compared the annexed extract of the minutes of the meeting of the Town Board
of said Town, including the order contained therein, held on July 7, 2026, with the original thereof
on file in my office, and that the same is a true and correct transcript therefrom and of the whole of
said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that all members of said Board had due notice of said meeting.

I FURTHER CERTIFY that said meeting was (i) open to the general public pursuant to
Section 103 of the Public Officers Law or (ii) conducted in conformance with Section 103-a of the
Public Officers Law.

I FURTHER CERTIFY that, PRIOR to the time of said meeting, I duly caused a public notice
of the time and place of said meeting to be given to the following newspaper and/or other news media
as follows:

Newspaper and/or Other News Media

Date Given

I FURTHER CERTIFY that PRIOR to the time of said meeting, I duly caused public notice of the time and place of said meeting to be conspicuously posted in the following designated public location(s) on the following dates:

Designated Location(s) of Posted Notice

Date of Posting

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said Town on _____, 2026.

Town Clerk

(CORPORATE
SEAL)

EMAIL: supervisor@townofpoundridge.com
WPHarrington@bpslaw.com
chiefstaff@townofpoundridge.com

Norton Rose Fulbright US LLP
1301 Avenue of the Americas
New York, New York 10019-6022
United States

June 12, 2026

Kevin Hansan
Town Supervisor
Town of Pound Ridge
Town House
179 Westchester Avenue
Pound Ridge, New York 10576

Uyen Poh
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Re: Town of Pound Ridge, Westchester County, New York
Bond Resolution for Various Water Improvements for Scotts Corners Water District
\$10,907,000 Estimated Maximum Cost; Up To \$3,340,000 Of Bonds

Dear Kevin:

Attached is a resolution amending the prior bond resolution dated July 2, 2024, to recognize that the completion of the proceedings under Article 12-A of the Town Law, including State Comptroller approval (and therefore deleting all the limiting language included in the prior bond resolution) and to decrease the estimated maximum cost to \$10,907,000. This resolution requires the affirmative vote of at least four of the five members of the Town Board.

In addition, a draft of Legal Notice of Estoppel is attached at the end, which must be published once in the official newspaper designated in Section 11 of the bond resolution. The Legal Notice of Estoppel may be published at any time after the amending resolution is adopted.

When available, please provide the following documents by email to uyen.poh@nortonrosefulbright.com and judy.velez@nortonrosefulbright.com:

- (a) Certified copy of the bond resolution.
- (b) Original printer's affidavit of publication of the Notice of Estoppel from the newspaper or newspapers in which the same was published.

If you have any questions or comments, please do not hesitate to call.

Very truly yours,

Uyen Poh

UP:jv
Encl.

At a regular meeting of the Town Board of the Town of Pound Ridge, Westchester County, New York, held at the Town Hall, 179 Westchester Avenue, in Pound Ridge, New York, on July 7, 2026, at 7:30 P.M., Eastern Time.

The meeting was called to order by _____, and upon roll being called, the following were

PRESENT:

ABSENT:

The following resolution was offered by Councilperson _____ who moved its adoption, seconded by Councilperson _____, to-wit:

BOND RESOLUTION DATED JULY 7, 2026.

AMENDING BOND RESOLUTION DATED JULY 2, 2024, WHICH AUTHORIZED THE ISSUANCE OF UP TO \$3,340,000 BONDS OF THE TOWN OF POUND RIDGE, WESTCHESTER COUNTY, NEW YORK, TO PAY A PORTION OF THE ESTIMATED MAXIMUM COSTS OF THE VARIOUS WATER INFRASTRUCTURE IMPROVEMENTS FOR SCOTTS CORNERS WATER DISTRICT, IN AND FOR SAID TOWN, TO DECREASE THE ESTIMATED MAXIMUM COSTS TO \$10,907,000.

WHEREAS, pursuant to a resolution dated July 2, 2024, the Town Board of the Town of Pound Ridge (the "Town") approved the establishment of the Scotts Corners Water District (the "District"), subject to the approval of the New York State Comptroller (the "State Comptroller"); and

WHEREAS, in order to facilitate a grant application to the New York State Environmental Facilities Corporation, the Town Board adopted a bond resolution dated July 2, 2024 (the "July 2, 2024 Bond Resolution"), authorizing the issuance of \$3,340,000 bonds of the Town to pay for a portion of the estimated maximum costs of the various water infrastructure improvements for the District, subject to (i) the completion of proceedings under Article 12-A of the Town Law, including approval from the New York State Comptroller, and (ii) the receipt of a grant from the New York State Environmental Facilities Corporation ("EFC"); and

WHEREAS, it has been determined that the estimated maximum cost of the water infrastructure improvements is \$10,907,000; and

WHEREAS, on May 27, 2026, the State Comptroller approved the establishment of the Scotts Corners Water District; and

WHEREAS, pursuant to a resolution and final order dated July 7, 2026, the Town Board ordered the establishment of the District; and

WHEREAS, the Town has now (i) completed the proceedings under Article 12-A of the Town Law and (ii) on November 1, 2024, was notified that it was awarded a grant from EFC for water infrastructure improvements to the District, and, as such, the limiting language included in the July 2, 2024 Bond Resolution should be removed from said resolution; and

NOW, THEREFORE, BE IT

RESOLVED, by the Town Board of the Town of Pound Ridge, Westchester County, New York, as follows:

Section (A): The Bond Resolution duly adopted by this Board on July 2, 2024, entitled:

A RESOLUTION AUTHORIZING THE ISSUANCE OF UP TO \$3,340,000 BONDS OF THE TOWN OF POUND RIDGE, WESTCHESTER COUNTY, NEW YORK, TO PAY A PORTION OF THE \$11,129,000 ESTIMATED MAXIMUM COSTS OF THE VARIOUS WATER IMPROVEMENTS FOR SCOTTS CORNERS WATER DISTRICT, IN AND FOR SAID TOWN.

is hereby amended in its entirety to read as follows:

A RESOLUTION AUTHORIZING THE ISSUANCE OF UP TO \$3,340,000 BONDS OF THE TOWN OF POUND RIDGE, WESTCHESTER COUNTY, NEW YORK, TO PAY A PORTION OF THE \$10,907,000 ESTIMATED MAXIMUM COSTS OF THE VARIOUS WATER INFRASTRUCTURE IMPROVEMENTS FOR SCOTTS CORNERS WATER DISTRICT, IN AND FOR SAID TOWN.

WHEREAS, on May 27, 2026, the State Comptroller approved the establishment of the Scotts Corners Water District (the "District") at a cost not to exceed \$10,907,000; and

WHEREAS, pursuant to a resolution and final order dated July 7, 2026, the Town Board ordered the establishment of the District; and

WHEREAS, all conditions precedent to the financing of the capital purposes hereinafter described, including compliance with the provisions of the State Environmental Quality Review Act to the extent required, have been performed; and

WHEREAS, it is now desired to authorize the financing of such capital purposes; NOW, THEREFORE, BE IT

RESOLVED, by the Town Board of the Town of Pound Ridge, Westchester County, New York, as follows:

Section 1. For the class of objects or purposes of paying for a portion of the costs of the various water infrastructure improvements for Scotts Corners Water District, in said Town, including, but not limited to, the acquisition and construction of a water main, valves, meter pit, hydrants, a treatment building and original equipment, machinery, apparatus, appurtenances, service lateral connections from the water main to the property or easement line and related and incidental improvements and expenses in connection therewith, there are hereby authorized to be issued up to \$3,340,000 bonds of said Town pursuant to the provisions of the Local Finance Law.

Section 2. It is hereby determined that the maximum estimated cost of the aforesaid class of objects or purposes is \$10,907,000 and that the plan for the financing thereof is as follows: (i) the issuance of up to \$3,340,000 bonds of said Town authorized to be issued pursuant to this bond resolution; and (ii) the balance of such costs from grants from the New York State Environmental Facilities Corporation or other available sources.

Section 3. It is hereby determined that the period of probable usefulness of the aforesaid class of objects or purposes is forty years pursuant to subdivision one of paragraph a of Section 11.00 of the Local Finance Law. It is hereby further determined that the maximum maturity of the bonds authorized will exceed five years.

Section 4. Subject to the provisions of the Local Finance Law, the power to authorize the issuance of and to sell bond anticipation notes in anticipation of the issuance and sale of the bonds herein authorized, including renewals of such notes, is hereby delegated to the Supervisor, the chief fiscal officer. Such notes shall be of such terms, form and contents, and shall be sold in such manner, as may be prescribed by said Supervisor, consistent with the provisions of the Local Finance Law.

Section 5. The faith and credit of said Town of Pound Ridge, Westchester County, New York, are hereby irrevocably pledged to the payment of the principal of and interest on such obligations as the same respectively become due and payable. To the extent not paid from the collection of assessments against benefited property in the District, an annual appropriation shall be made in each year sufficient to pay the principal of and interest on such bonds becoming due and payable in such year. To the extent such appropriation is not made from other sources, there shall annually be levied on all the taxable real property of said Town a tax sufficient to pay the principal of and interest on such obligations as the same become due and payable.

Section 6. Such bonds shall be in fully registered form and shall be signed in the name of the Town of Pound Ridge, Westchester County, New York, by the manual or facsimile signature of the Supervisor and a facsimile of its corporate seal shall be imprinted or impressed thereon and may be attested by the manual or facsimile signature of the Town Clerk.

Section 7. The powers and duties of advertising such bonds for sale, conducting the sale and awarding the bonds, are hereby delegated to the Town Supervisor, who shall advertise such bonds for sale, conduct the sale, and award the bonds in such manner as the Town Supervisor shall deem best for the interests of the Town, including, but not limited to, the power to sell said bonds to the New York State Environmental Facilities Corporation; provided, however, that in the exercise of these delegated powers, the Town Supervisor shall comply fully with the provisions of the Local Finance Law and any order or rule of the State Comptroller applicable to the sale of municipal bonds. The receipt of the Town Supervisor shall be a full acquittance to the purchaser of such bonds, who shall not be obliged to see to the application of the purchase money.

Section 8. The power to issue and sell notes to the New York State Environmental Facilities Corporation pursuant to Section 169.00 of the Local Finance Law is hereby delegated to the Town Supervisor. Such notes shall be of such terms, form and contents as may be prescribed by said Town Supervisor consistent with the provisions of the Local Finance Law.

Section 9. The Town Supervisor is hereby further authorized, at the Town Supervisor's sole discretion, to execute a project financing agreement, and any other agreements with the New York State Department of Environmental Conservation and/or the New York State Environmental Facilities Corporation, including amendments thereto, and including any instruments (or amendments thereto) in the effectuation thereof, in order to effect the financing or refinancing of the specific object or purpose described in

Section 1 hereof, or a portion thereof, by a bond, and, or note issue of said Town in the event of the sale of same to the New York State Environmental Facilities Corporation.

Section 10. The intent of this resolution is to give the Town Supervisor sufficient authority to execute those applications, agreements, instruments or to do any similar acts necessary to effect the issuance of the aforesaid bonds and, or notes, without resorting to further action of this Town Board.

Section 11. All other matters, except as provided herein relating to such bonds, including determining whether to issue such bonds having substantially level or declining annual debt service and all matters related thereto, prescribing whether manual or facsimile signatures shall appear on said bonds, prescribing the method for the recording of ownership of said bonds, appointing the fiscal agent or agents for said bonds, providing for the printing and delivery of said bonds (and if said bonds are to be executed in the name of the Town by the facsimile signature of its Supervisor, providing for the manual countersignature of a fiscal agent or of a designated official of the Town), the date, denominations, maturities and interest payment dates, place or places of payment, and also including the consolidation with other issues, shall be determined by the Town Supervisor. It is hereby determined that it is to the financial advantage of the Town not to impose and collect from registered owners of such bonds any charges for mailing, shipping and insuring bonds transferred or exchanged by the fiscal agent, and, accordingly, pursuant to paragraph c of Section 70.00 of the Local Finance Law, no such charges shall be so collected by the fiscal agent. Such bonds shall contain substantially the recital of validity clause provided for in Section 52.00 of the Local Finance Law and shall otherwise be in such form and contain such recitals in addition to those required by Section 52.00 of the Local Finance Law, as the Supervisor shall determine.

Section 12. The validity of such bonds and bond anticipation notes may be contested only if:

1) Such obligations are authorized for an object or purpose for which said Town is not authorized to expend money, or

2) The provisions of law which should be complied with at the date of publication of this resolution are not substantially complied with,

and an action, suit or proceeding contesting such validity is commenced within twenty days after the date of such publication, or

3) Such obligations are authorized in violation of the provisions of the Constitution.

Section 13. This resolution shall constitute a statement of official intent for purposes of Treasury Regulations Section 1.150 - 2. Other than as specified in this resolution, no monies are, or are reasonably expected to be, reserved, allocated on a long-term basis, or otherwise set aside with respect to the permanent funding of the object or purpose described herein.

Section 14. This resolution shall take effect immediately.

Section B. The validity of such bonds and bond anticipation notes may be contested only if:

(1) Such obligations are authorized for an object or purpose for which said Town is not authorized to expend money, or

(2) The provisions of law which should be complied with at the date of publication of this resolution are not substantially complied with,

and an action, suit or proceeding contesting such validity is commenced within twenty days after the date of such publication, or

(3) Such obligations are authorized in violation of the provisions of the Constitution.

Section C. This resolution, which takes effect immediately, shall be published in summary in _____, the official newspaper, together with a notice of the Town Clerk in substantially the form provided in Section 81.00 of the Local Finance Law.

The question of the adoption of the foregoing resolution was duly put to a vote on roll call,
which resulted as follows:

_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____
_____	VOTING	_____

The resolution was thereupon declared duly adopted.

* * *

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, the undersigned Clerk of the Town of Pound Ridge, Westchester County, New York, DO
HEREBY CERTIFY:

That I have compared the annexed extract of the minutes of the meeting of the Town Board
of said Town, including the resolution contained therein, held on July 7, 2026, with the original
thereof on file in my office, and that the same is a true and correct transcript therefrom and of the
whole of said original so far as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that all members of said Board had due notice of said meeting.

I FURTHER CERTIFY that said meeting was (i) open to the general public pursuant to
Section 103 of the Public Officers Law or (ii) conducted in conformance with Section 103-a of the
Public Officers Law.

I FURTHER CERTIFY that, PRIOR to the time of said meeting, I duly caused a public notice
of the time and place of said meeting to be given to the following newspaper and/or other news media
as follows:

Newspaper and/or other news media

Date given

I FURTHER CERTIFY that PRIOR to the time of said meeting, I duly caused public notice of the time and place of said meeting to be conspicuously posted in the following designated public location(s) on the following dates:

Designated Location(s)
of posted notice _____

Date of Posting

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said Town,
on _____, 2026.

(SEAL)

Town Clerk

LEGAL NOTICE OF ESTOPPEL

NOTICE IS HEREBY GIVEN that a bond resolution was adopted by the Town Board of the Town of Pound Ridge, Westchester County, New York, on July 7, 2026. The validity of the obligations authorized by such resolution may be hereafter contested only if such obligations were authorized for an object or purpose for which said Town is not authorized to expend money, or if the provisions of law which should have been complied with as of the date of publication of this notice were not substantially complied with, and an action, suit or proceeding contesting such validity is commenced within twenty days after the date of publication of this notice, or such obligations were authorized in violation of the provisions of the Constitution.

A summary of the aforesaid resolution is set forth below. The resolution provides as follows: that the faith and credit of the Town of Pound Ridge, Westchester County, New York (the "Town"), are irrevocably pledged for the payment of the principal of and interest on such obligations as the same respectively become due and payable; that an annual appropriation shall be made in each year sufficient to pay the principal of and interest on such obligations becoming due and payable in such year; that the power to authorize the issuance of and to sell bond anticipation notes in anticipation of the issuance and sale of the bonds authorized by such resolution, including renewals of such notes, is delegated to the Town Supervisor; that all other matters, except as provided in such resolution, relating to the bonds authorized, including the date, denominations, maturities and interest payment dates, within the limitations prescribed in such resolution and the manner of the execution of the same and also including the consolidation with other issues, and the authority to issue such obligations on the basis of substantially level or declining annual debt service, is delegated to and shall be determined by the Town Supervisor; and that this LEGAL NOTICE shall be published.

A summary of the resolution follows:

BOND RESOLUTION DATED JULY 7, 2026.

AMENDING BOND RESOLUTION DATED JULY 2, 2024, WHICH AUTHORIZED THE ISSUANCE OF UP TO \$3,340,000 BONDS OF THE TOWN OF POUND RIDGE, WESTCHESTER COUNTY, NEW YORK, TO PAY A PORTION OF THE ESTIMATED MAXIMUM COSTS OF THE VARIOUS WATER INFRASTRUCTURE IMPROVEMENTS FOR SCOTTS CORNERS WATER DISTRICT, IN AND FOR SAID TOWN, TO DECREASE THE ESTIMATED MAXIMUM COSTS TO \$10,907,000.

The period of probable usefulness of the aforesaid specific object or purpose is 40 years, pursuant to subdivision 1 of paragraph a of Section 11.00 of the Local Finance Law.

THE FULL TEXT OF THIS BOND RESOLUTION IS AVAILABLE FOR PUBLIC INSPECTION AT THE OFFICE OF THE TOWN CLERK LOCATED AT 179 WESTCHESTER AVENUE, POUND RIDGE, NEW YORK, 10576 DURING NORMAL BUSINESS HOURS.

Dated: Pound Ridge, New York
_____, 2026

LOCAL LAW NO. ____ 2026
A LOCAL LAW AMENDING CHAPTER 113 OF THE TOWN
CODE PROHIBITING BATTERY ENERGY STORAGE SYSTEMS IN THE TOWN,

WHEREAS, this Battery Energy Storage Systems (hereinafter " BESS") Law is adopted pursuant to Article IX of the New York State Constitution, §2(c)(6) and (10), New York Statute of Local Governments § 10 (1) and (7), Town Law §§ 261- 263, and Municipal Home Rule Law of the State of New York § 10, which authorize the Town of Pound Ridge to adopt zoning provisions that advance and protect the health, safety and welfare of the community; and

WHEREAS, on February 25, 2025, the Town Board enacted a temporary moratorium on the review of projects involving BESS within the Town and thereafter extended such moratorium twice, most recently on March 24, 2026, for an additional six (6) months, and

WHEREAS, the Town recognizes that New York State has sought to promote renewable energy generation and storage, but such policies do not warrant the establishment of BESS facilities in every municipality where local safety, environmental and land use concerns are of the utmost importance; and

WHEREAS, the Town recognizes that New York State has adopted updated Codes through the New York State Fire Prevention and Building Code Council, and

WHEREAS, the Town Board has reviewed coverage of recent BESS fires in Jefferson, Orange, and Suffolk Counties, as well as numerous other incidents throughout the country; and

WHEREAS, following a 2023 fire in Warwick, New York, its Town Supervisor advised other municipalities to reevaluate zoning and permitting requirements to prevent these facilities from being sited near schools, parks, and other sensitive places; and

WHEREAS, the Town has determined that BESS facilities pose a potential significant threat to the public health, safety and welfare, and

WHEREAS, research indicates that the common approach to fighting fires at BESS locations is to let the fire burn out, rather than actively fight the fire, which would require the local volunteer fire departments to maintain and control the area around the fire for an extended period of time, and

WHEREAS, the Town Board has concerns that a fire at a BESS facility could release harmful toxins into the air, water, and soil, affecting air, water, and soil quality at neighboring properties, as well as in the Croton and Long Island Sound watersheds, in the Mill River, Trinity Lake, and Siscowit Reservoirs, the Ward Pound Ridge Reservation County Park, wetlands, and schools, within the Town, and

WHEREAS, the Town Board has studied the regulations of numerous municipalities and their regulation of BESS facilities, including, but not limited to, Town of North Salem, Town of Mount Pleasant, Town of North Castle, and Town of Mount Kisco; and

WHEREAS, the Town Board seeks to mitigate the impacts of BESS facilities on the Town's natural resources, including floodplains, wetlands, the Croton and Long Island Sound watersheds, and the Mill River, Trinity Lake, and Siscowit Reservoirs; and

WHEREAS, the Town Board has declared itself to be Lead Agency for environmental purposes of review pursuant to SEQRA, and

WHEREAS, the Town Board declares the adoption of this Local Law a Type 1 Action under the New York State Environmental Quality Review Act, 6 NYCRR Part 617 and Article 8 of the New York Environmental Conservation Law (SEQRA); and

WHEREAS, the Town Board seeks to amend its zoning to address the abovementioned concerns relating to large-scale BESS public utility facilities within the Town, and

NOW, THEREFORE BE IT RESOLVED, that Chapter §113-2.B and §113-25 of the Town Code of the Town of Pound Ridge hereby amended as follows:

CHAPTER 113, ZONING SHALL BE AMENDED AS FOLLOWS:

DEFINITIONS

Add Definitions as follows:

BATTERY ENERGY STORAGE SYSTEM (BESS)

One or more devices capable of storing energy in order to supply electrical energy at a future time, not to include a stand-alone 12-volt car battery or an electric motor vehicle.

BATTERY(IES)

A single cell or a group of cells connected electrically in series, in parallel, or a combination of both, which can charge, discharge, and store energy electrochemically, excluding batteries utilized in consumer products.

Amend existing § 113-2.B Definitions as follows:

PUBLIC UTILITY

Persons, firms or corporations supplying gas, electricity, water, power, transportation, cable, television or telephone service to the general public. This definition shall not bestow any special status or standing not already provided by state or federal law. Also, this definition does not include battery energy storage systems (BESS), BESS stations or similar BESS facilities.

PROHIBITED USES

Addition of new subsection § 113-25

25. Battery Energy Storage Systems (BESS), except those systems dedicated to providing energy primarily for the property on which it is located.

Reciprocal Use Agreement

This Agreement made this 2nd day of July, 2026 by and between the Bedford Central School District, an education corporation with offices located at The Fox Lane Campus, Bedford, New York 10506 (hereinafter “School District”) and the Town of Pound Ridge, a municipal corporation, having offices located at 179 Westchester Avenue, Pound Ridge, NY, 10576 (hereinafter “Town”).

WHEREAS, the School District and Town each own, operate and maintain certain facilities suitable for community or public recreational purposes; and

WHEREAS, the School District and Town have found it to be in the public interest, economically and practically to cooperate with each other in the sharing of such facilities when not in use by the School District or Town, respectively.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions contained herein, the parties agree as follows:

1. Term – This Agreement shall commence July 1, 2026 and shall terminate June 30, 2027. The parties hereto may renew this Agreement, from time to time, by means of a separate instrument. Either party may terminate this Agreement, with or without cause, upon the giving of ninety (90) days written notice to the other party. Upon the giving of such notice and the expiration of ninety (90) days, this Agreement shall be of no further force and effect.

2. Scheduling and Use of Property – The School District and Town each agree to allow the other to utilize buildings and grounds (“facilities”) for recreational programs and activities in accordance with schedules to be agreed upon by the parties.

3. Fee Schedule – The School District and Town agree to waive fees for the others' use of its facilities, provided that each party shall be entitled to charge the other for custodial overtime incurred as a result of use of facilities.

4. Duty to Organize and Supervise – Each party shall be responsible for organizing, conducting and supervising its own activities at the facilities of the other party. Except as may be mutually agreed to by the School District and Town, each party shall provide all supplies and materials and furnish and compensate all personnel necessary to conduct that party's programs and activities.

5. Rules and Regulations – The Town agrees to abide by the rules and regulations attached hereto as Exhibit "A" and labeled as "Facility Use Requirements & Applicant Agreement". The School District agrees to abide by the rules and regulations, if any, attached hereto as Exhibit "B" and labeled "_____".

6. Damage to Facilities – Each party shall be responsible for repairing or paying for repair of damage caused by that party to the facilities of the other party. Each party shall have the authority to postpone, cancel or terminate any event at its facilities, if it is determined that the safety of the users or the conditions of the facility will be compromised.

7. Indemnification – Each party agrees to indemnify, defend and hold the other harmless, including reasonable attorneys' fees, from and against any and all liability, loss, damages, claims, proceedings or actions for bodily injury, (including death) and/or property damages arising out of or in connection with negligent acts or omissions in connection with use of the other party's facilities.

8. Insurance – Each party shall provide the other with the insurance requirements as set forth on annexed Exhibits C & D.

9. Compliance with Law – Each party agrees that its use of the other party's facilities will comply with all applicable federal, state and local laws, ordinances, rules and regulations.

10. No Assignment – Neither party may assign this Agreement without the prior written consent of the other party.

11. Notices – Any and all notices, demands or other communications required or desired to be given hereunder by either party shall be in writing and shall be validly given or made to the other party if personally served or if deposited in the United States mail, certified or registered, postage prepaid, return receipt requested to the address set forth above. If such notice, demand or other communication is served personally, it shall be effective immediately. If such notice, demand or other communication is given by mail, the same shall be effective when received, but in any event no later than four (4) days after deposit in the United States mail. Each party may change its address for purposes of this paragraph by written notice given in the manner provided above.

12. Entire Understanding – This Agreement constitutes the entire understanding and agreement between the parties with respect to the subject matter hereof and any and all prior agreements, understandings and representations with respect to the same are merged herein and are of no further force and effect.

IN WITNESS WHEREOF, the parties have executed this Agreement on the day and year first written above.

Bedford Central School District

Town of Pound Ridge

By:

By:

Town Clerk's Office

MEMORANDUM

To: Town Board
From: Erin Trostle
Date: June 29, 2026
Re: Sale of cemetery plots

Please authorize the following cemetery plot sales:

<u>Plots</u>	<u>Price</u>	<u>Purchasers</u>
Plot 110, Section 3 (two gravesites)	\$2,000	Martin and Rebecca Eisenberg 82 Trinity Pass
Plot 140, Section 3 (two gravesites)	\$2,000	Michael and Ronni Hammer 27 Hoyt Road
Plot 322, Section 3 (two gravesites)	\$2,000	Conal Larkin 22 Lower Trinity Pass

Town Clerk's Office

MEMORANDUM

To: Town Board
From: Erin Trostle
Date: July 1, 2026
Re: Town seal redesign project

The town recently issued the attached RFP for proposals for a redesign of the existing town seal, because the current version is indistinct and not adaptable.

We received a total of fourteen responses. Seven were eliminated from consideration for reasons such as failure to provide a complete response and conflation of seals and logos.

A short list of the seven remaining vendors is below, arranged in ascending order of proposed cost with distinguishing features highlighted.

VENDOR	MINOR CONSIDERATIONS		SIGNIFICANT CONSIDERATIONS		
	PRIOR SEAL DESIGN EXPERIENCE	PROPOSED SCOPE	LOCATION/VISITS	PUBLIC INPUT	COST
Brawn Media Albany, NY	n/a	Seal only	remote	n/a	\$4,500
Lumi Miami, FL/ York, PA	Yes	Seal only	remote	n/a	\$5,850 + add-ons
Studio Rappy Goldens Bridge, NY	n/a	full and simplified seal	local	n/a	\$6,500
Gina Federico Pound Ridge, NY	n/a	Seal only	local	n/a	\$6,500-\$8,000 + add-ons
BLKDOG Glens Falls, NY	Yes	Seal and logo	in-person visit	2 public workshop sessions - public survey	\$17,920
Destination by Design Boone, NC	Yes	Seal only	remote	n/a	\$18,000
Q+M Ann Arbor, MI/ Los Angeles, CA	n/a	Seal only	in-person visit	n/a	\$23,000

Although their price is not among the lowest, I suggest that you consider awarding the project to BLKDOG, whose proposal was the most comprehensive. BLKDOG would visit Pound Ridge in person, deliver both a seal and a corresponding logo, and perhaps most important, provide opportunities for community engagement in the form of a workshop hosted in two sessions and a public survey. Eliminating the proposed one-hour training staff session, which seems unnecessary, might be a way to negotiate a slightly lower price.

If that BLKDOG's price point seems prohibitively high, an alternative would be to select one of the two local vendors — Gina Federico or Studio Rappy.

Town of Pound Ridge

Office of the Town Clerk

Town Clerk
Erin D. Trostle
townclerk@townofpoundridge.gov
914-764-5549



Deputy Town Clerk
Joshua M. Hayes
deputyclerk@townofpoundridge.gov
914-764-5212

REQUEST FOR PROPOSALS (RFP) TOWN SEAL REDESIGN

The Town of Pound Ridge is seeking proposals from qualified graphic designers or design firms to create a new official town seal.

The new seal should reflect the character, history, and unique identity of the town while remaining clear, professional, and adaptable to a wide range of applications. The final design must function effectively in both full-color and black-and-white formats; be adaptable for use by various departments and other units of town government; and be suitable for use on official documents, letterhead, business cards, signage, vehicles, apparel, wall plaques, the town embosser, digital media, and other municipal materials.

Proposal Requirements

Interested designers or firms should submit the following:

- A brief statement of interest and qualifications
- A description of the proposed design process and anticipated timeline
- Pricing information, including any optional services or revisions
- Samples of prior logo, seal, branding, or related graphic design work
- At least three professional references
- Information regarding ownership and transfer of design rights upon completion
- Any additional information the proposer believes would assist the Town in evaluating the submission

Deliverables

The selected designer will be expected to provide final artwork in high-resolution digital formats suitable for print and electronic use, including vector files.

Submission Information

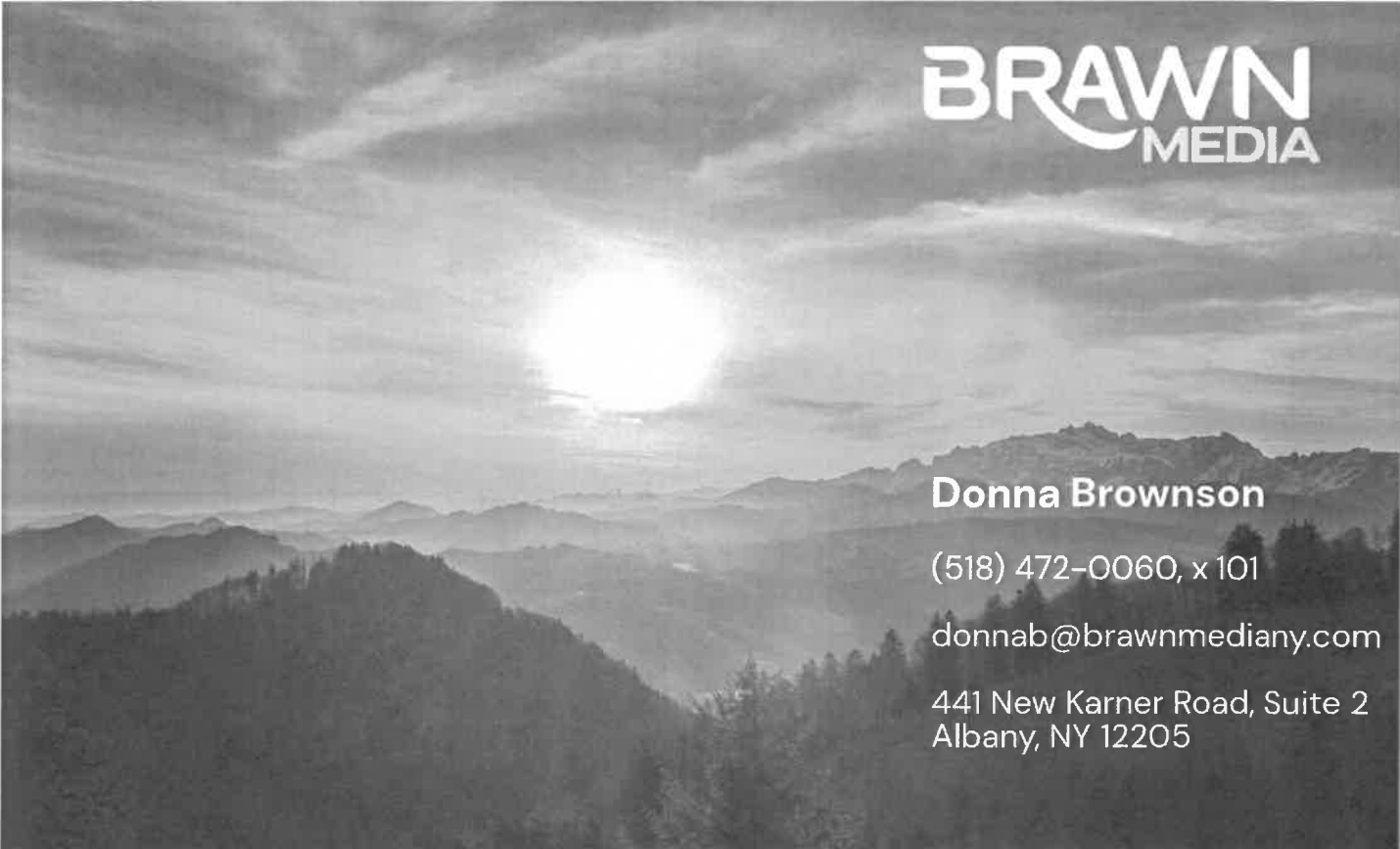
Proposals must be submitted no later than **4:30 pm on June 12, 2026** either via email to townclerk@townofpoundridge.gov or to the Town Clerk's office at 179 Westchester Avenue, Pound Ridge, NY 10576. Digital submissions are preferred, but hard copies will also be accepted. Submissions from designers with experience in civic, governmental, or institutional branding are encouraged. The Town reserves the right to reject any or all proposals.



JUNE 12, 2026

PROPOSAL FOR TOWN SEAL REDESIGN

Prepared for the Town of Pound Ridge



BRAWN
MEDIA

Donna Brownson

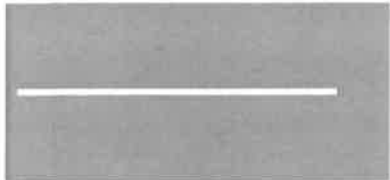
(518) 472-0060, x 101

donnab@brawnmediany.com

441 New Karner Road, Suite 2
Albany, NY 12205



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Statement of Interest and Qualifications

Thank you for the opportunity to respond to the Town of Pound Ridge's Request for Proposals for a new official town seal. We have reviewed the RFP carefully and believe Brawn Media is well positioned to serve as your design partner for this engagement.

Brawn Media is a marketing and advertising agency headquartered in Albany, New York. Our work spans visual identity, logo design, and brand development for municipal and public entities, financial and professional services firms, nonprofits, and healthcare organizations. We understand what it means to design for a public institution: the need for a mark that carries civic weight, holds up across every application from a letterhead to a vehicle door, and represents a community accurately and with care.

We have direct experience with governmental and institutional identity work, including logo and visual identity development, and we are comfortable working within public-sector review and approval structures.

Brawn Media is a New York State Certified Women Business Enterprise (WBE). Our firm is owned and led by Donna Brownson, and our team brings together decades of combined experience in agency, media, and nonprofit marketing. Our corporate headquarters is located at 441 New Karner Rd, Suite #2, Albany, NY 12205. We were founded in June 2009 and have served clients continuously since then.



Design Process and Anticipated Timeline

We work in three phases on logo and identity engagements. Each phase includes a defined review point before moving forward.

Phase 1: Discovery and Research (Weeks 1–2)

We begin by developing a clear understanding of Pound Ridge; its history, character, existing seal, and what the Town wants the new design to carry forward or leave behind. This includes a brief intake process with your office to gather reference materials, discuss priorities, and confirm any required design elements (imagery, text, founding dates, etc.).

We will also conduct a review of your current seal and any existing brand applications to understand how the new design needs to function across your specific use cases, including the town embosser, signage, vehicles, and digital media.

Phase 2: Concept Development and Presentation (Weeks 2–4)

We will develop three distinct seal concepts, each presented with rationale explaining the design choices and how each addresses the Town's stated criteria. Concepts will be shown in both full-color and black-and-white to demonstrate real-world adaptability from the start.

Following your review, we will refine the selected direction through up to two rounds of revisions before finalizing the design.



Phase 3: Finalization and File Delivery (Weeks 4–6)

Once the design is approved, we prepare and deliver design rights and a complete file package in all requested formats, including vector source files (AI, EPS), high-resolution raster files (PNG, TIFF), and web-optimized versions.

We also provide a usage reference document covering color specifications, minimum sizing, and approved format variations for common applications.

Total estimated timeline: 4–6 weeks from contract execution.

The timeline above represents our estimated approach based on the scope described in the RFP. Total project duration is approximately 6–8 weeks from contract execution, though we recognize that every municipality operates on its own schedule and internal review process. We are happy to work with your office to establish a timeline that better fits the Town's needs.



Itemized Budget

All estimates are based on the scope as described in the RFP. Should the engagement require significant additional revision rounds beyond what is included, we will communicate proactively and propose a scope adjustment before proceeding.

A 50% deposit is required to begin work; the remaining 50% is due upon delivery of final files. We do not charge for standard project communication or status updates.

Phase	Estimated Investment
Discovery and Research	\$500
Seal Design (3 Concepts, 2 Revision Rounds)	\$2,500
Finalization and Full File Package Delivery	\$500
Usage Reference Document	\$1,000
TOTAL PROJECT INVESTMENT	\$4,500



Relevant Experience

Colonie IDA | LDC

When the Town of Colonie's Industrial Development Agency and Local Development Corporation approached Brawn Media, the two organizations operated independently with separate websites, no cohesive brand, and no unifying visual identity. We developed a comprehensive brand solution from the ground up: creating a new logo, unified identity, and mission statement that positioned the two organizations together as a single, recognizable force for economic growth in the Town of Colonie. We then built one consolidated website to house both entities, streamlining the public-facing presence and creating operational efficiencies between the organizations. The result was a clear, professional brand, Colonie IDA | LDC, that gave both agencies a shared voice, strengthened their credibility with businesses and community partners, and positioned them to more effectively communicate their mission of driving economic development in the region.

Website: <https://growcolonie.org/>





Advisors Insurance Brokers (formerly New York Long Term Care Brokers)

Brawn Media's work with Advisors Insurance Brokers spans two distinct brand transformations and offers a particularly relevant example of navigating identity change while managing compliance, legacy, and growth simultaneously. When we first engaged the client, they were operating as New York Long Term Care Brokers, with an outdated brand and website that no longer reflected their capabilities or ambitions. The name itself had become a barrier too geographically and categorically narrow for a firm with national aspirations. We guided them through a full rebrand, developing a new name, Advisors Insurance Brokers, along with a fresh logo and updated website. Critically, the rebrand required us to thoughtfully retain references to their former name throughout the process for regulatory and compliance purposes a nuance that demanded both creative and strategic precision. Years later, when AIB was acquired by The Integrity Company through merger and acquisition, Brawn Media was again at the table. We designed a new logo that incorporated both entities, updated the website to reflect the combined organization, and ensured all materials met the branding and compliance standards of the newly merged firm. From first rebrand to acquisition, this engagement reflects the full breadth of what Brawn Media brings to the table: the ability to guide an organization through a name change, build a brand that supports growth, and then navigate the additional complexity of a merger all while protecting the trust and credibility the organization worked hard to establish.

First Rebrand



Second Rebrand



AN INTEGRITY  COMPANY



Fort Ticonderoga

Brawn Media has served as Fort Ticonderoga's agency of record for nearly 15 years, and our work together offers a strong example of how to evolve and extend a brand over time without losing its core identity. Over the course of our partnership, we have designed multiple logo adaptations for the historic nonprofit museum each one built on the established Fort Ticonderoga brand but tailored to a specific event, program, or milestone. These include a commemorative logo for the 50th Anniversary of the Fife and Drum Corps, a distinct identity for the Northern Department program, and a special edition logo for the 250th Anniversary, complete with the campaign tagline "Real Time Revolution." Each iteration required balancing creativity with brand discipline honoring what makes Fort Ticonderoga recognizable while giving each occasion its own identity and energy.





Shaker Place Rehabilitation and Nursing Center

One of our most comprehensive rebranding engagements began in December 2018, when we won the Albany County Nursing Home RFP and were selected as the agency of record for a full organizational rebrand. The facility had long operated under a name that carried the weight of a "county facility" perception, limiting its ability to attract new residents and compete with private rehabilitation and nursing centers in the region. We created the identity "Shaker Place Rehabilitation and Nursing Center" from the ground up, then developed all associated logos and visual branding to match. The new brand had to walk a careful line: distinctly its own identity, yet transparently connected to the county it served. We then built a fully redesigned website to bring the brand to life, ensuring ADA compliance, and creating intuitive navigation for residents, families, and prospective staff. The engagement grew to encompass the full spectrum of brand expression: letterhead, business cards, admissions materials, brochures, outdoor and interior signage, vehicle wraps, and branded promotional products. This work demonstrates Brawn Media's ability to take an organization constrained by its existing identity, build something new and elevated from the ground up, and carry that brand consistently across every touchpoint.





John Smith
Assistant Administrator

T: (555) 555-555

F: (555) 555-555

johnsmith@shakerplace.org

100 Heritage Lane

Albany, NY 12211

www.shakerplace.org



shakerplace.org



References

Fort Ticonderoga Contact: Beth Hill

Phone: 518.585.2821 Email: bhill@fort-ticonderoga.org

Since 2011, Brawn Media has been working with Fort Ticonderoga as their sole advertising agency. Brawn Media has provided a wide range of services for Fort Ticonderoga including brand development, logo creation, SEM/SEO, online listings management, social media advertising, brochure distribution management, as well as traditional advertising such as print, television, and radio placements. Brawn Media has also provided creative design and production for all printed materials, radio and television commercials, and online advertisements.

Albany Med Health System Contact: Eli Fanning

Phone Number: (518) 264-3422 Email: fannine@amc.edu

Brawn Media has served as Albany Med's agency of record since 2011. Services include strategic planning, media buying and planning, creative development, search engine marketing, social media advertising, online reputation management, IT consulting, and executive communications support. This is one of the most comprehensive and long-standing agency-of-record relationships in Brawn Media's history.

Shaker Place Rehabilitation & Nursing Center Contact: Mark Olsen

Phone: 518.869.2231 Email: mark.olsen@shakerplace.org

Brawn Media began working with Shaker Place Rehabilitation and Nursing Center, formally Albany County Nursing Home, in December 2018, providing rebranding services including website development, search engine optimization, content development, logo creation, creative development and online directory listing management. Brawn Media has also provided creative design and production for all printed materials including new outdoor signage and vehicle wraps.



Next Steps

We are happy to schedule a brief introductory call with your team prior to your decision to answer any questions or clarify our approach. Questions can also be submitted by email.

If selected, we propose a kickoff meeting in the first week of the engagement to align goals, confirm the project schedule, and begin the discovery process.

We are ready to begin promptly upon contract execution and look forward to the opportunity to work with the Town of Pound Ridge.



BRAND IDENTITY FOR MISSION-DRIVEN COMMUNITIES

PROPOSAL

TOWN SEAL REDESIGN

Prepared for the Town of Pound Ridge, New York

SUBMITTED BY

LUMI Marketing & Creative
bre@lumicreates.com | 717.659.7992

DATE

June 12, 2026

PRINCIPAL CONTACT

Breanna Shorten
Founder & CEO

SUBMITTED TO

Office of the Town Clerk
179 Westchester Ave, Pound Ridge, NY

Pound Ridge is seeking a symbol that carries the weight of history, reflects the character of the community, and communicates with clarity across every application from official letterhead to vehicle signage to wall plaques. That's exactly the kind of work LUMI was built for.

LUMI Marketing & Creative is a woman-owned, fully remote creative agency specializing in brand identity and strategy for mission-driven organizations, institutions, and community-centered brands. Founded in 2016 by Breanna Shorten — a creative director and brand strategist with over a decade of experience — LUMI has become a trusted partner for government entities, nonprofits, and civic organizations that need branding and communications done right.

Direct, proven experience in exactly what Pound Ridge needs

- **Complete rebrand of York County, Pennsylvania** — a county-wide identity system spanning 31 departments, including primary logos, department-specific seal logos, and a comprehensive branding guide
- **Welcoming Workplace Initiative** for York County Government — campaign branding, messaging strategy, and collateral for a county-wide HR and employee engagement initiative
- **Watershed Alliance of York** — merger rebrand, visual identity, and community-wide rollout across English and Spanish audiences
- **Affordable Housing Advocates** — organizational rename and full rebrand including website, graphics, and donor campaign messaging
- **Community Connections for Children** — guided a board through a complete rename and rebrand process with full rollout support
- **City of Springfield, Oregon** — website redesign for a municipal government, modernizing the city's digital presence and aligning it with their civic brand

We don't hand you a logo. We build a symbol together.

Our approach to seal and logo design for civic and institutional clients is rooted in research, community context, and iterative collaboration.

1

PHASE 1 • WEEKS 1-2

Discovery & Research

- Kickoff meeting with Town stakeholders to understand priorities, history, and current use cases
- Review of existing seal and any available brand or design guidelines
- Research into Pound Ridge's founding history, key symbols and moments, landscape, and civic identity
- Audit of applications: official documents, signage, vehicles, apparel, digital media

2

PHASE 2 • WEEKS 3-5

Concept Development

- Development of 4 distinct initial design concepts, each with a clear rationale grounded in town history and character
- Each concept delivered in full-color and black-and-white formats
- Presentation of concepts to decision makers for structured feedback

3

PHASE 3 • WEEKS 6-7

Refinement

- Revisions based on Town feedback — up to 2 rounds of refinements on the selected direction
- Adaptations for department-level or multi-unit use if applicable - up to 4 variations
- Cross-format testing: letterhead mock, email signature, vehicle placement, signage

4

PHASE 4 • WEEK 8

Final Delivery

- Final artwork in all required formats: vector files (AI, EPS, SVG), high-resolution PNG and PDF (full-color and black-and-white)
- Usage guide with clear do's and don'ts for application across departments PLUS email signature mock, .docx letterhead mock and business card template (Canva)
- Full transfer of design rights and source files to the Town upon final payment



Estimated total timeline: 8 weeks from signed agreement and deposit, assuming Town feedback within 5 business days at each review stage.

PRICING

Transparent, flat-fee pricing.

The seal redesign and branding guide scope below is priced as a flat project fee based on estimated hours — 30 hours of strategy, design, revision, and production.

Core Scope — Town Seal Redesign + Branding Guide

SERVICE	FEE
Discovery, Research & Strategy	INCLUDED
4 Initial Seal Design Concepts (full-color & B&W)	INCLUDED
Up to 2 Rounds of Revisions	INCLUDED
Cross-Format Application Testing (letterhead, signage, vehicle, signature, business card)	INCLUDED
Final Delivery Package — all vector & raster formats	INCLUDED
Usage Guide — do's and don'ts across departments PLUS templates kit: business card, letterhead, email signature	INCLUDED
Full Transfer of All Design Rights & Source Files	INCLUDED
Total Project Fee	\$5,850

TO INITIATE

A 50% deposit is required to begin the project. The remaining balance is due upon final delivery. Additional revision rounds beyond the two included are billed at \$195/hr.

50% Deposit

OPTIONAL ADD-ON SERVICES

Extend the brand across the Town's communications.

Once the new seal is finalized, these services carry the identity into the Town's everyday touchpoints. Add-ons can be activated individually or bundled — pricing reflects estimated scope ranges at our standard \$195/hr rate.

ADD-ON SERVICE	WHAT'S INCLUDED	ESTIMATED INVESTMENT
Email Newsletter Template	1-2 Branded HTML or Mailchimp-ready templates for announcements, events, and community updates with 3-4 sections per template. Mobile-responsive.	\$600 – \$975
Print Newsletter Template	1-2 Print-ready layouts (2–4 pages). Editable in InDesign or Canva or delivered as a templated PDF with a style guide for staff.	\$750 – \$1,600
Social Media Toolkit	Branded post and story templates (8–12) for Instagram, Facebook, and X. Delivered in Canva for easy in-house editing.	\$1,200 – \$2,000
Website Redesign & Development	Custom mobile responsive site on a staff-manageable CMS. Includes UX planning, page design, content migration support, new brand integration and staff training.	\$10,500 – \$16,500



Bundle pricing is available when two or more add-ons are scoped together. A discovery call is recommended before finalizing any additional scopes.

COUNTY OF YORK

THE SCENARIO

York County (PA) government needed a brand system that worked across 31 departments—from Veterans Affairs to Parks & Rec.

THE RESULT

We created over 100 custom logos so that each department had both a primary logo and a seal logo. We created a flexible visual identity that honors the County's history while moving it forward.

THE DELIVERABLES & TIMELINE

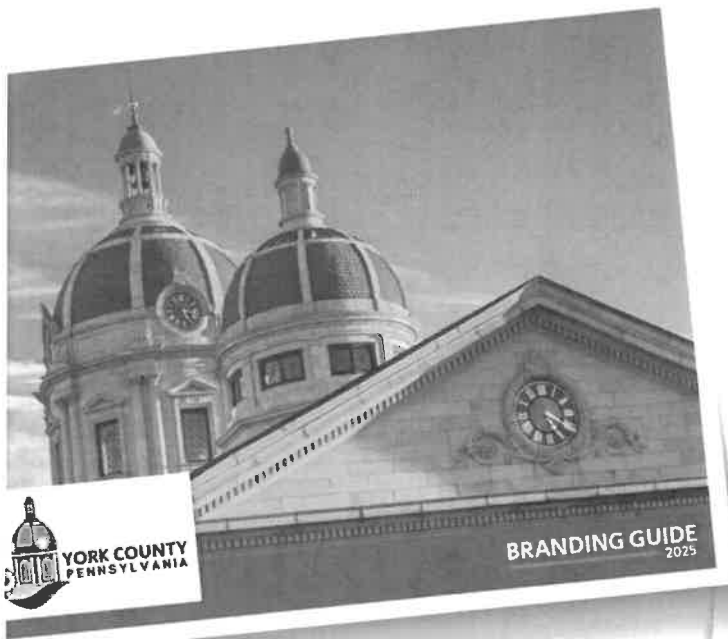
1 year; Lead Focus Groups, Surveys, Messaging Strategy, Branding Guide, Graphic Design, Illustration, Social Media Toolkit



YORK COUNTY
PENNSYLVANIA



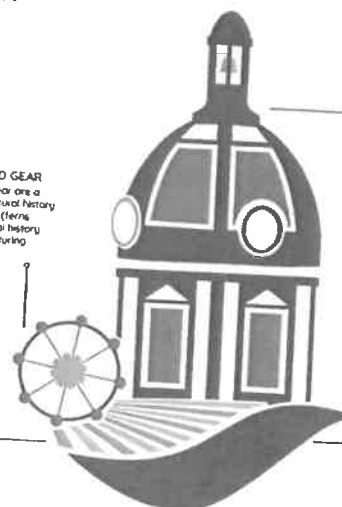
BEFORE → AFTER



LOGO ANATOMY

FERRIS WHEEL AND GEAR
The ferris wheel and gear are a nod to both the agricultural history related to the York Fair (ferris wheel) and the industrial history related to our manufacturing heritage (gear).

FIELD
The field represents York County's rich agricultural roots as well as our natural features and landscapes.



COUNTY BUILDING
The county building represents government and the official business that is performed on behalf of the community.

WATER
The water is a representation of York County's waterways and watersheds, as well as our ties to the Susquehanna River that forms our eastern boundary.

WELCOMING WORKPLACE, A COUNTY OF YORK INITIATIVE



THE SCENARIO

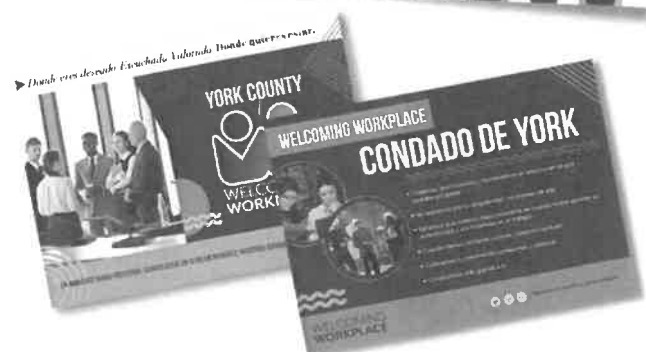
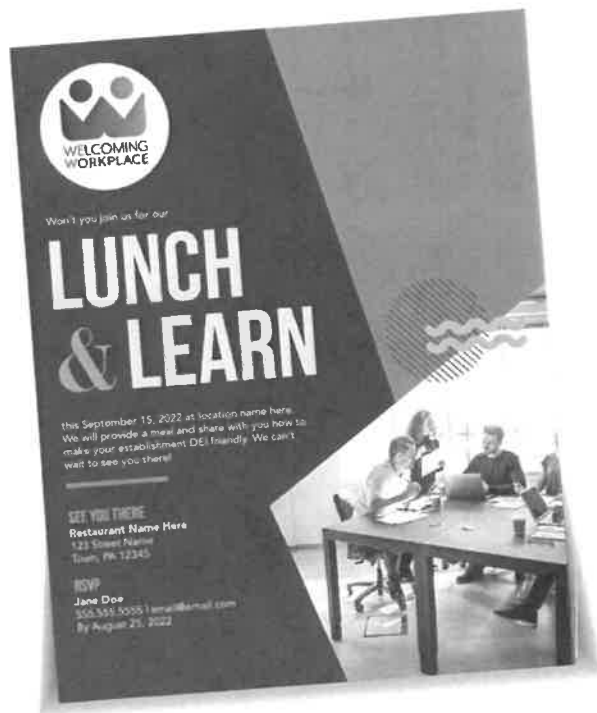
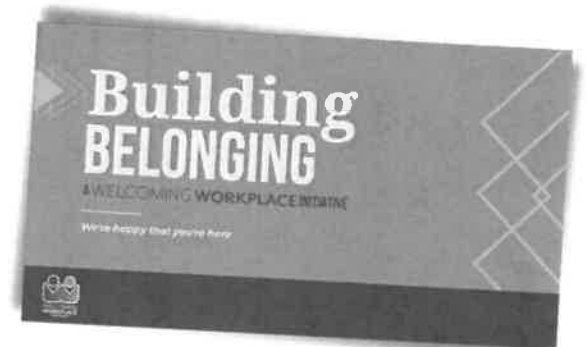
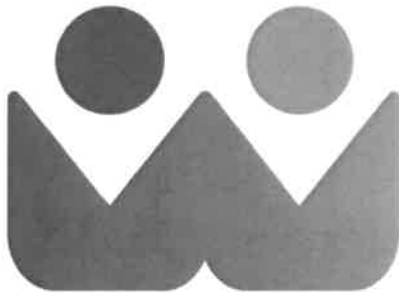
Welcoming Workplace represents the seismic shift in how the York County government does business and cultivates an environment that explicitly notices and values the personhood and hard work of everyone - not regardless of who you are, but because of you we are.

THE RESULT

We developed branding for two campaign strategies for York County government's Welcoming Workplace initiative, one to engage current employees and the local business network, and a second to be used as a tool for HR to communicate an inclusive and diverse working culture in York County.

THE DELIVERABLES & TIMELINE

6 months; Branding, Presentation Deck, Graphic Design, Email Template, Posters, Postcard, Strategy, Copywriting, Video Storyboard



GO PLAY OUTSIDE

THE SCENARIO

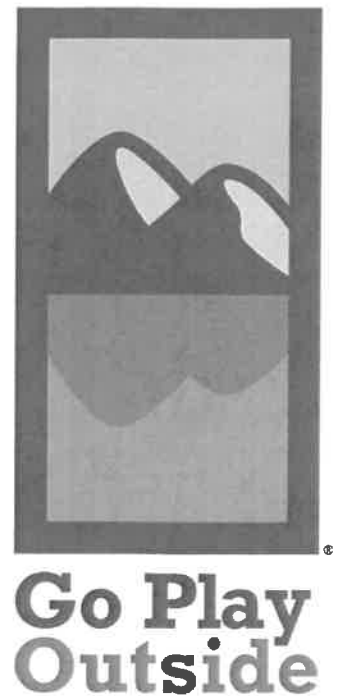
The challenge was not only to create a memorable logo, but one that all generations would be proud to wear. When an item is purchased a portion of their proceeds is donated to environmental education and preservation organizations.

THE RESULT

The Go Play Outside logo blends the mountain and lake imagery to suggest the diversity of the outdoor experiences anyone can have by land water in the outdoors, and gives a nod to the GPO team's beloved Susquehanna River. Go Play Outside's new branding along with their donations to environmental programs and their use of sustainable apparel positions them to gain a loyal community of followers and customers.

THE DELIVERABLES & TIMELINE

1 year; Branding & Brand Toolkit, Copywriting, Graphic Design, Website Mockups, Website Development, E-commerce



Go Play Outside® Brand Visual Identity

Wordmark

Go Play Outside.

Wordmark | Vertical, Two color only

**Go Play
Outside.**

Wordmark | Stacked, Two color

GPO

Wordmark Alt. | One color
Set of words and mountain icon

Go Play Outside® Brand Visual Identity

Color Palette | Primary

Pantone: 574 C
CMYK: 63 | 42 | 80 | 33
RGB: 83 | 97 | 62

Pantone: 7569 C
CMYK: 14 | 51 | 91 | 3
RGB: 210 | 135 | 54

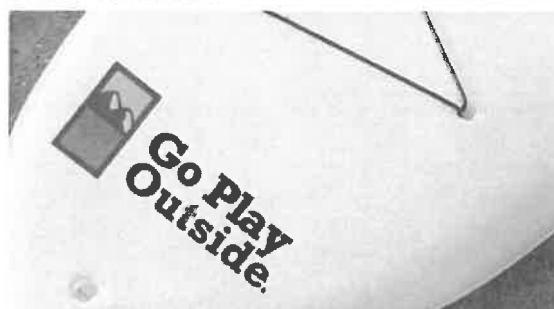
Pantone: 7569 C
CMYK: 14 | 51 | 91 | 3
RGB: 210 | 135 | 54

Color Palette | Secondary

Pantone: 7619 C
CMYK: 16 | 84 | 85 | 5
RGB: 127 | 75 | 56

Pantone: 5115 C
CMYK: 60 | 85 | 46 | 43
RGB: 82 | 42 | 68

Pantone: 7693 C
CMYK: 100 | 75 | 31 | 14
RGB: 0 | 72 | 118



WATERSHED ALLIANCE OF YORK

THE SCENARIO

The York County Coalition for Clean Waters (YCC4CW) merged with the Watershed Alliance of York (WAY). The decision was to keep 'WAY' as the brand name since it's a universally understood, droplet-size name when compared to the voluminous name York County Coalition for Clean Waters! As an actionable and educational resource for the general public, students of all ages, farmers, and business owners the WAY rebrand needed to engage just about everyone.



THE RESULT

WAY's new brand positions them for a wave of grant opportunities, donations, and sponsorships. Not to mention, more community engagement and awareness surrounding the restoration, enhancement and protection of our watersheds.

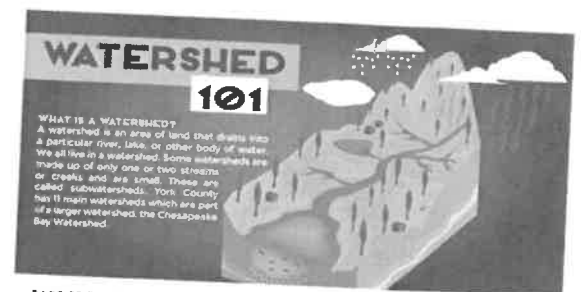
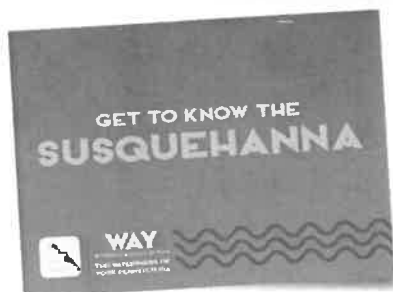
THE DELIVERABLES & TIMELINE

1 year; Logo, Brand Toolkit & Messaging, Campaign Development, Copywriting, Graphic Design, Videography, Photography

BEFORE



AFTER



WHY IS OUR WATERSHED IMPORTANT?

Everyone relies on water and other natural resources to exist. What we do impacts the quantity and quality of water. Our watersheds provide water for drinking, growing food, and recreation. Wildlife also requires healthy watersheds for both food and shelter.



YORK COUNTY IS COMPRISED OF 11 WATERSHEDS
Codorus | Conowingo West | Deer Creek | East Branch Codorus | Gap Powder | Kettle | Little Conowingo
Muddy Susquehanna | West Branch Codorus | Yellow Breeches



AFFORDABLE HOUSING ADVOCATES



THE SCENARIO

After serving York County for 50 years, it was time to rename and rebrand York Area Housing Group as Affordable Housing Advocates to better reflect the organization's renewed commitment to providing quality, affordable housing. This included a reskin of their WordPress website and the development of a social media strategy to highlight their mission in action through engaging content.

THE RESULT

Affordable Housing Advocates recently received \$500,000 in funding, broke ground on a new homeownership opportunity, and purchased a dozen homes to ensure section 8 voucher holders could keep their homes. To amplify these efforts, we created bright, colorful graphics and campaigns that not only stood out among other nonprofits in the area but also highlighted both time-sensitive giving opportunities and the organization's daily work of advocating for, creating, and sustaining affordable housing in their community.

THE DELIVERABLES & TIMELINE

2 years; Graphic Design, Donor Campaign Messaging Strategy, Website Reskin Design Mockups, Website Development

BEFORE



AFTER

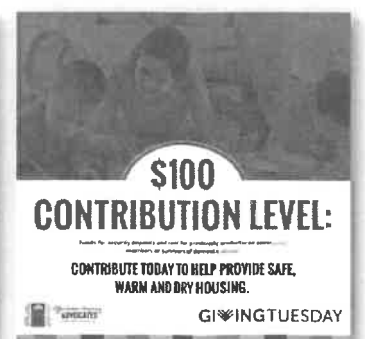
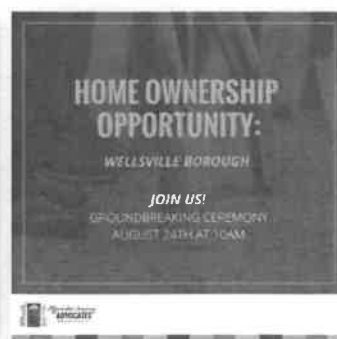
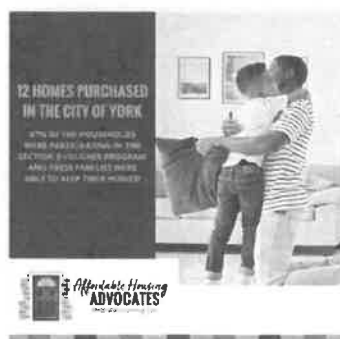


Affordable Housing
ADVOCATES

Affordable Housing
ADVOCATES



LUMI
PORTFOLIO



COMMUNITY CONNECTIONS FOR CHILDREN



THE SCENARIO

LUMI assisted Child Care Consultants (CCC) with a renaming process and developed new branding that transformed the organization into Community Connections for Children (CCC). Following the rebrand, the organization needed to update its website to align with the new identity and branding.

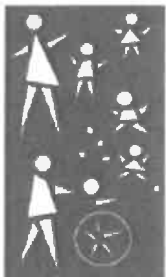
THE RESULT

LUMI guided the board through the renaming and logo redesign, then created a rollout plan that included relaunching the website with the refreshed branding. The new site reflects the organization's colorful new logo and name, with updated stock photography that more accurately represents the audiences and children they serve.

THE DELIVERABLES & TIMELINE

5 months; Website Reskin Design Mockups, Website Development, Stock Photography, Copywriting, Graphic Design, Illustration

BEFORE → AFTER



**CHILD
CARE
CONSULTANTS**
Inc.



**Community
Connections
for Children**



LUMI
PORTFOLIO

AIM TO EMPOWER



THE SCENARIO

With a new brand in place, A.I.M. to Empower needed to spread the word to the communities and partnerships they serve, as well as attract the volunteers essential to making their mission a reality. At the same time, they required a website that could meet the diverse needs of these audiences. Additionally, their original logo, which included a circle shape, did not effectively represent a powerful, community-building nonprofit whose mission is to renew wholeness through movement, presence, and self-study.

THE RESULT

We created campaign messaging, a strong social media presence, and a redesigned website featuring a volunteer portal, partner resource center, and blog to engage their audiences. The new, bold A.I.M. to Empower logo inspired by the number three—symbolizing balance, connection, and community—paired with muted greens and teals to convey openness and renewal. Together, these updates strengthened their identity and positioned them to expand their mission and impact.

THE DELIVERABLES & TIMELINE

1 year; Branding & Brand Toolkit, Campaign Strategy, Graphic Design, Website Mockups, Website Development, Copywriting, Art Direction, Social Media Campaigns, Social Media Management, Graphic Design, Copywriting



LUMI
PORTFOLIO



TEXAS HOUSING FOUNDATION

Texas Housing Foundation came to LUMI needing more than a logo — they needed a brand identity that could carry the weight of their mission and earn the trust of the communities they serve. LUMI delivered a complete brand package, building a visual identity system from the ground up that reflects the organization's commitment to affordable housing and community stability.



With the brand foundation in place, LUMI is now developing a comprehensive messaging strategy and website — translating complex housing policy and program offerings into clear, accessible communications that connect with residents, donors, and institutional partners alike. The work in progress will give Texas Housing Foundation a cohesive public-facing presence built to scale with their impact.

BEFORE



AFTER

TEXAS
HOUSING FOUNDATION

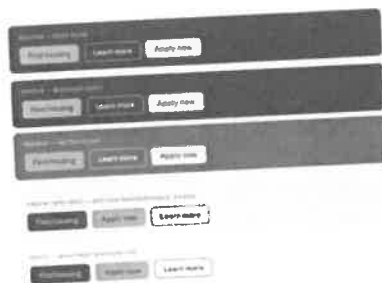
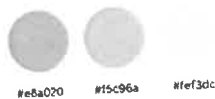


THF
TEXAS HOUSING
Foundation

Primary Color Palette



Secondary Color Palette

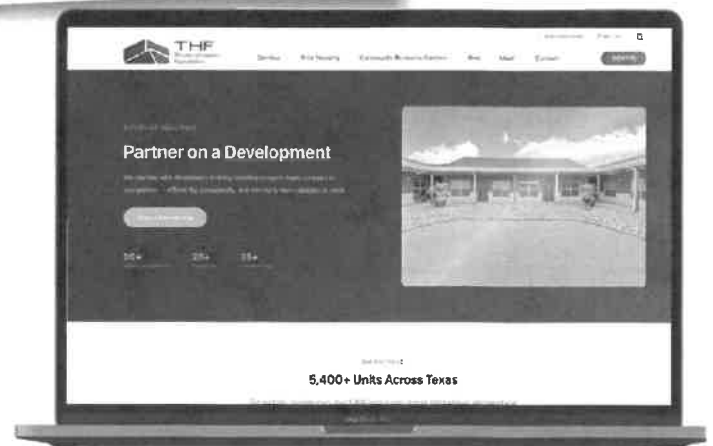


THF
TEXAS HOUSING
Foundation

The primaries are a rich jewel-tone mix — deep plum, warm tobacco, midnight navy, and muted olive. The secondary palette needs to do two jobs: create clear contrast for CTAs and pull warmth or brightness without fighting the established palette's character. These secondary colors are pulled from the golden undertone in the tobacco primary (#7a5118) and pushes it lighter and brighter.

- Feels grounded, optimistic, and Texan without going garish.
- Strong contrast against all 4 primaries
- Feels cohesive
- Adds warmth to primary palette

LUMI
PORTFOLIO



BRANDING



Your seal belongs to the Town.

Ownership & Transfer of Design Rights

Upon receipt of final payment, LUMI will transfer full ownership of all design files, source files, and intellectual property rights for the final Town of Pound Ridge seal design to the Town. LUMI retains only the right to display the completed work in our portfolio and marketing materials.

Professional References

REFERENCE 01 — MUNICIPAL / GOVERNMENT

York County Government

County of York, Pennsylvania · County-wide rebrand across 31 departments
Felicia Dell, Commissioner, fdell@ycpc.org, 717.771.9870 x1705

REFERENCE 02 — COUNTYWIDE ENVIRONMENTAL NONPROFIT

Watershed Alliance of York

York, PA · Merger rebrand, visual identity & bilingual community rollout
Rachel Stahlman, rstahlman@ycpc.org, 717-771-9870 x1763

REFERENCE 03 — NATIONAL EDUCATION ORGANIZATION

Freedom to Choose Schools

National school choice advocacy organization · Brand communications, social media, podcast production, strategic advisory
Jay Artis-Wight, Executive Director, jay@chooseschools.org, 916-214-0819

WHY LUMI

WE BUILD SYMBOLS THAT CARRY MEANING.

We don't just design logos. We build symbols that carry meaning — for the people, institutions, and communities they represent and serve.

The Town of Pound Ridge deserves that same level of intention. We're ready to bring it.



Proposal for the Design of a New Official Town Seal for Pound Ridge, New York

June 12, 2026

Submitted to:

Erin D. Trostle, Town Clerk
townclerk@townofpoundridge.gov

Contact:

Floyd Rappy
914.646.4115
floyd@rappyco.com

Our Exploration of Town Seals: What did we learn?



Logo vs Town Seal

Logo Design

- Branding and public recognition
- Modern, simple, strong
- For general public audience
- Marketing, websites, events
- Focus on visibility and memorability

Both must...

- be recognizable and distinctive
- be scalable especially for small applications
- remain effective in various formats
- exhibit strong composition
- represent a strong identity

Town Seal Design

- Official government identification
- Formal, symbolic, often detailed illustration
- Government, legal, and ceremonial contexts
- Official documents and legal records
- Focus on heritage, authority, and symbolism

Our Approach to Town Seal Design

Simplify illustrations, reduce unnecessary detail

Limit the number of visual elements

Ensure legibility at small sizes

Create a responsive system:

- Full seal for official use
- Simplified seal for smaller applications

This approach preserves the seal's symbolism and authority while ensuring it remains usable across modern digital and print environments.

The Town of Pound Ridge seeks a new official town seal that reflects its history, character, and unique identity while serving the practical needs of modern municipal government. The seal should be distinctive, timeless, and representative of the community, conveying a sense of civic pride and place. The design must be versatile enough for use across a wide range of applications and remain effective in both traditional and digital formats.

Project Overview

The design should in some way reflect some of those qualities that distinguish Pound Ridge, including its character, historic heritage, conservation ethic, scenic landscape, and commitment to preserving its uniqueness. We will draw inspiration from, and explore, significant aspects of the town's history and identity, including its early settlement, Revolutionary-era heritage, native landscape, stone walls, wooded ridges, open space, and long tradition of environmental stewardship. Pound Ridge was incorporated in 1788 and remains one of the region's most distinctive communities, known for its natural beauty and carefully preserved character.

Project Goals

The proposed Town Seal will seek to:

1. Reflect Pound Ridge's natural beauty, bucolic setting, and environmental values.
2. Honor the town's historical heritage and traditions.
3. Promote civic pride and community engagement.
4. Create a recognizable and enduring symbol for official municipal use.
5. Strengthen the town's identity within Westchester County and the region.

Design Goals

The final design must:

- Function effectively in both color and black-and-white.
- Remain clear and recognizable when reproduced at both large and small sizes.
- Be adaptable and scalable for use across all departments and units of town government.
- Reproduce cleanly in print, digital, engraved, embossed, and embroidered applications.
- Be suitable for official documents, resolutions, letterhead, business cards, signage, vehicles, apparel, wall plaques, the town embosser, websites, social media, and other municipal materials.
- Maintain legibility and visual integrity whether displayed as a detailed seal, simplified mark, or single-color reproduction.

Proposed Process

Discovery – Research the Town’s history, character, and significant cultural, architectural, and environmental features to identify themes that authentically represent Pound Ridge.

Design Development – Create multiple seal concepts that reflect the findings of the discovery phase while meeting the Town’s requirements for clarity, versatility, and long-term usability.

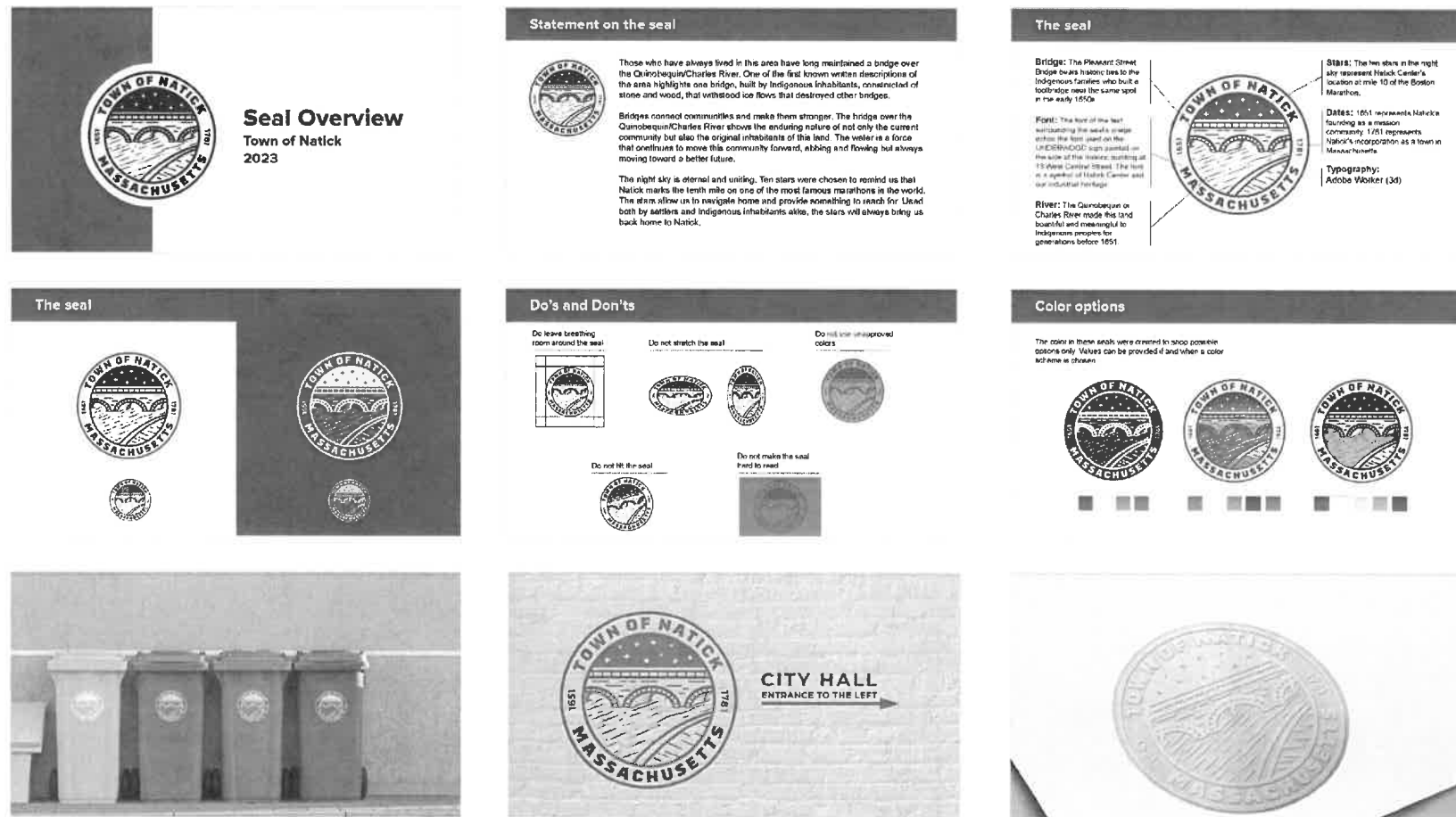
Presentation & Review – Present proposed designs to the committee for evaluation, discussion, and feedback.

Refinement & Selection – Refine the preferred concept based on committee input and prepare the final seal design for approval.

Final Deliverables – Provide the approved seal design along with comprehensive usage guidelines that define appropriate applications, color specifications, reproduction standards, and usage do’s and don’ts. Deliver a complete suite of digital files in all necessary formats for print, digital, signage, embroidery, engraving, embossing, and other municipal uses.

Illustration of the Final Deliverable

The example below is provided as a visual reference for the anticipated final deliverable. It illustrates the format, level of detail, and overall presentation style we are seeking for the town seal guidelines. This example is intended to serve as a guide for structure and design expectations rather than as a template to be replicated exactly.



Overall Approach

For the final seal concept, we recommend focusing on a single, strong visual symbol rather than multiple small or highly detailed elements. A stylized ridge line, native oak tree, historic stone wall, or historic architectural structure—paired with the Town of Pound Ridge name and incorporation year (1788)—would create a distinctive, timeless, and versatile municipal seal. This approach will ensure the design remains clear, recognizable, and effective across a wide range of applications.

Project Budget

Discovery & Research	\$ 750
Research of local history, community character, and significant cultural and environmental features.	
Concept Development:	\$ 4,500
Development of multiple seal concepts, presentation materials, revisions, visual identity guidelines, and adaptations for various municipal applications.	
Final Artwork & Production Files	\$ 1,250
Preparation of final digital artwork and delivery of all required file formats for print, digital, signage, embroidery, engraving, embossing, and other official uses.	
Total Estimated Budget	\$ 6,500

About Studio Rappy

Studio Rappy is led by Floyd Rappy, Creative Director, and supported by a network of experienced creative professionals. Floyd personally oversees every project, assembling the right team of designers, writers, strategists, and specialists to meet each client's specific needs.

This flexible approach provides the expertise of a larger agency with the responsiveness and personal attention of a boutique firm. We are committed to being a true partner throughout the process, delivering thoughtful, high-quality work on time and within the proposed budget.

We are a boutique design firm with extensive experience creating thoughtful, enduring visual identities for organizations of all sizes. Over the past three decades, we have worked with Fortune 100 companies, startups, nonprofits, and local institutions, always focusing on design solutions grounded in strategy, critical thinking, and effective communication. Our approach is rooted in understanding an organization's history, values, and goals to create meaningful and lasting visual expressions of its identity.

Having lived in Northern Westchester for more than 37 years, Floyd Rappy brings a deep understanding of the region, its communities, and its history. He has worked with numerous local organizations, including the Pound Ridge Library, the Katonah Improvement Society, Bedford 2030, and the Town of Bedford, developing design solutions that reflect the unique character and aspirations of each organization. This combination of professional expertise and local knowledge provides a strong foundation for creating a seal that authentically represents the Town of Pound Ridge and serves its needs for generations to come.

[VISIT WEBSITE](http://STUDIORAPPY.COM)

Our Dedicated Project Team



Floyd Rappy, Creative Director, Graphic Designer

A creative and strategic thinker, Floyd has been working with clients ranging from start-ups to Fortune 100 companies for over 30 years. He has been the design force behind marketing and PR campaigns for companies like Pfizer, MetLife, Microsoft, Delta Airlines, Verizon, W.K. Kellogg Foundation, Robert Wood Johnson Foundation, Taboola, among others. Today, Floyd leads Studio Rappy bringing “dream teams” together to bring clients innovative solutions. Floyd attended the School of Visual Arts on a full tuition scholarship and graduated with honors. He has been an adjunct professor at New York University where he taught a course entitled Graphic Design for Marketing Communications. When not working on client projects, Floyd can be found at his easel as he is also an accomplished exhibiting fine artist.



Lucy Li, Senior Graphic Designer

Lucy is the senior graphic designer for Studio Rappy where her fluency in all design and web programs play an integral role in creative concepts. Lucy has worked on many branding and website projects in the real estate category. Born in China, but a Queens girl at heart, Lucy received her Bachelors Degree from City College of New York with a degree in Electronic Designs and Multimedia. Lucy keeps her eye and mind fresh by taking continuing education design courses at the School of Visual Arts, traveling often and dabbling in cooking.



Alison Josephs, Senior Graphic Designer

Alison has been working with Studio Rappy since 1997, bringing design, illustration and project management expertise. Her work begins with understanding the client needs and then creating unique logotypes, web design and print design solutions. Alison has worked on projects for clients in various categories including real estate, architecture, technology, hospitality, non-profit and pharmaceutical.

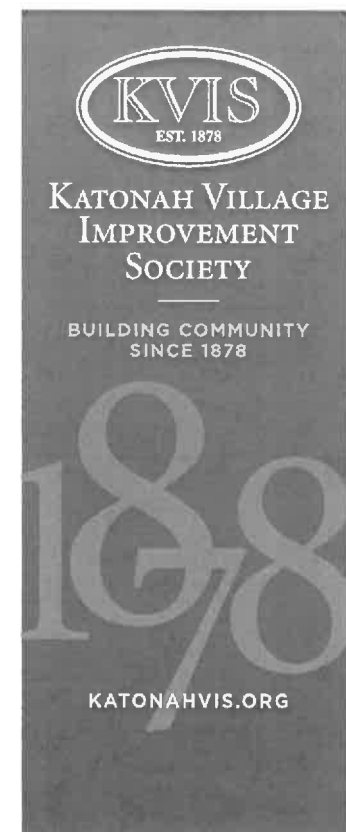
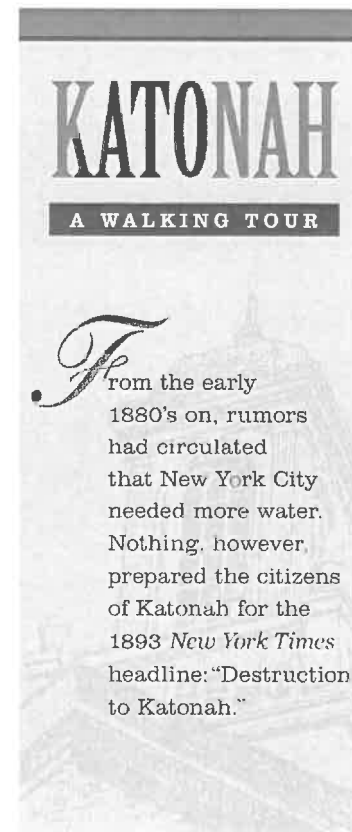
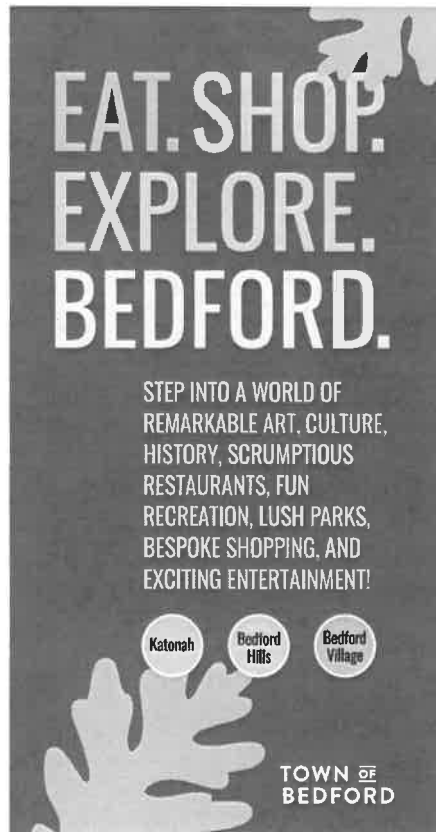
[VISIT WEBSITE](http://STUDIORAPPY.COM)

Samples of Our Illustrative Logo Design Work

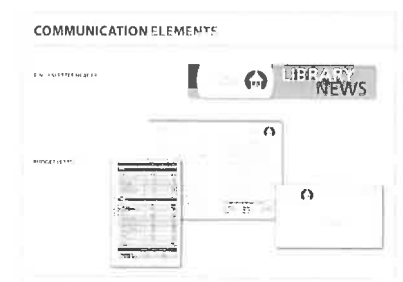
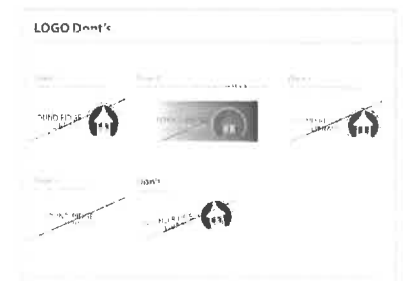
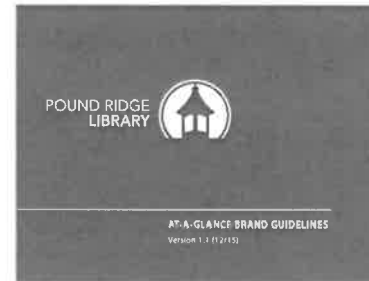
While we have created a wide range of corporate branding programs over the past 30 years, this proposal includes only logo designs that are relevant to a town seal project—those that feature illustrative qualities and reflect the design considerations necessary for developing a distinctive municipal seal.



Some of Our Local Design Work



More of Our Local Design Work



What Some Clients Have Said



Floyd and his team are true creative thinkers. Throughout our journey, they consistently amazed us with on-target recommendations and the ability to quickly turn concepts into deliverables. Their work was always based on a deep understanding of our business, culture and audience. Working with them was a true partnership. Where they also stand out, is in their ability to bring together the right experts for every project, including copywriters, social media strategists and programmers.

CALLIE THOMAS, ZINNIA INSURANCE



Responsive, creative and on point. Calling Floyd is calming, like calling an old friend that always has the right response for what you need that day.

DAYANA RAPAPORT, VMG HEALTH



While I was at Milbank, I worked with Floyd and his team for over 20 years. Always reliable and filled with wonderful creative surprises. I've now taken them with me to my next venture. Floyd is a world class graphic designer and corporate branding guru!

ERIC SILVERMAN, POLPIS CAPITAL



After working with Floyd for over 12 years, I can say with certainty that he and his team listen, understand and come back with creative solutions that are on-target and beyond expectations.

MARYANN MARRAPODI, HITN



Whatever the creative challenge, Floyd and his team deliver outstanding products that are always on-brand and beautifully designed. As a foundation, it's critical that we work with a smart design group that understands us and what we do. And they never disappoint.

METI YEMANE, BLUE MERIDIAN

References Available Upon Request

References

Eric Silverman, Founder & Managing Partner, Polpis Capital,
previously partner at Milbank (25 years)
esilverman@polpiscapital.com | 646.206.3199

Jacinta Gauda, Principal, The Gauda Group (21 years)
jgauda@thegaudagroup.com | 646.756.4107

Maryann Marrapodi, Chief Development Officer, HITN (15 years)
mmarrapodi@hitn.org | 646.731.3670

Midge Iorio, Programs Director, Bedford 2030 (11 years)*
midge.iorio@bedford2030.org | 914.620.2411

Sylvia Fisher, Director, Next Street (5 years)
sfisher@nextstreet.com | 646.392.9505

Leon Berman, Founder, IGB Group (4 years)
lberman@igbir.com | 212.477.8438

***Local business reference**

More references available upon request

Working Agreement

Estimates: The costs and expenses cited in this proposal are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change.

Cost and expense estimates are effective for 30 days from the date of this proposal. Taxes, if applicable, are not included in cost and expense estimates.

Revisions & Alterations: Work not described in this proposal, including but not limited to revisions (AAs), corrections, alterations and additional proofs, will be billed as an additional cost at the hourly labor rate of \$185 per hour.

Terms: 50% of the total estimated costs in advance; and the balance net 30 days.

If any phase of the assignment is delayed longer than sixty days, we will bill for work completed to date.

Responsibility: Studio Rappy will make every reasonable effort to assure the accuracy of the material produced, but are not responsible for the correctness of copy, illustrations, photographs, trademarks, nor for obtaining clearances or approvals.

Ownership: All materials used in the production of this assignment—including original artwork and computer-generated artwork, formats, and code—becomes the property of the Town of Pound Ridge upon payment in full.

Ideas which are not accepted remain the property of Studio Rappy and may be used in the future in the course of other assignments.

Exclusions: This estimate does not include travel, materials, legal fees, production, talent or media space, unless otherwise noted in proposal.

Initiating Work: If this proposal is accepted, Studio Rappy will issue the initial invoice. Payment of the initial invoice is required before work will commence and will authorize Studio Rappy to proceed with the agreed scope of work. All subsequent invoices issued under this Statement of Work (SOW) are due within thirty (30) days of receipt. Studio Rappy reserves the right to charge interest on overdue balances at the maximum rate permitted by applicable law.

We shall be pleased to begin work upon receipt of your initial payment.

Proposal for Town of Pound Ridge official town seal redesign

Statement of interest and qualifications

I am a Pound Ridge-based graphic designer with extensive experience creating visual identities (logos), interpretive panels, exhibitions, books, signage, and print and digital communications for a wide range of clients, organizations, and businesses.

Underpinning all my work is attention to history, place, clarity of communication, delight, and practical long-term use.

I would bring to this project both professional design experience and a lifelong relationship to Pound Ridge. I know the town as a resident, designer, researcher, neighbor, and participant in local preservation work. I would approach the seal not as a decorative assignment, but as a meaningful civic design project requiring accuracy, restraint, utility, and care.

Project description

Create a clear, dignified, and enduring official seal for the Town of Pound Ridge that reflects the town's natural character, civic life, and welcoming warmth and is strong enough for official municipal use and specific enough to feel unmistakably rooted in Pound Ridge.

Top of mind during the concept and design phase will be its functionality, as the seal will need to perform beautifully in a wide variety of sizes and used in and on various media in many different settings.

A town seal can easily lean on familiar or generic historical references. But, because Pound Ridge has been my hometown of almost 67 years, I would seek to create something informed by the landscape, architecture, civic life, ambiance, and character that I know so well, distilled into one clear and unified municipal mark.

Proposed process and deliverables

Research and review

Review the existing Town seal, any seals or marks currently in use by Town departments, historical references, existing municipal applications, and any legal or practical requirements for the official seal. This phase may also include review of town history, landmarks, landscape references, archival materials, and existing visual materials associated with Pound Ridge.

Initial design concepts

Present 3 to 6 initial seal concepts for discussion.

Initial concepts will be shown in full color and black and white so both symbolism and practical reproduction can be evaluated from the beginning of the process.

Refinement of selected direction (or two if it's too close to call)

Based on discussion and feedback, refine one or more selected directions.

Submit a further refined seal direction for review and approval.

This phase will address final adjustments needed for official use, including small-scale reproduction, single-color use, grayscale use, and any technical considerations related to embossing, signage, vehicles, apparel, plaques, and digital formats.

Deliverables and final artwork files

I will provide final digital files of the approved seal in appropriate high-resolution and vector formats for print and digital use. File formats may include EPS, PDF, JPEG, and PNG, with final formats to be confirmed based on the Town's production needs.

Final versions will include:

- Full-color seal
- Black-and-white seal
- Single-color seal
- Grayscale seal

Available in:

- High-resolution files for print
- Digital files for web and screen use
- Vector files suitable for professional production
- Embosser-ready or simplified artwork, if needed

I will provide a simple style sheet indicating color use, typography, spacing, and basic reproduction guidance so that the seal can be used consistently by the Town and its departments.

Optional: department adaptation system

Currently, a few Town departments, like Highway, Police, and Recreation, appear to use different marks or seals. During the research and design process, I can also explore how one central Town seal might support a family of related department or function-specific versions.

Carefully designed companion versions could adapt a symbol, border, typography, color or secondary graphic element to define the department's purpose while always cohering with the primary Town seal.

This optional system would bring consistency to the Town's visual identity without flattening the distinct work of each department.

Estimated timeline

Research and review	1 to 2 weeks
Initial design concepts:	2 to 3 weeks
Refined or modified directions based on initial discussion:	1 to 2 weeks
Further refinement and final approval:	1 to 2 weeks
Final files and usage sheet:	1 week

Estimated total timeline

6 to 8 weeks from receipt of signed agreement, initial payment, and any necessary project materials.

Timeline is dependent on the Town's review schedule, availability of any required historical or municipal materials, and the timing of comments and approvals.

Additional notes

The design process would benefit from access to:

- The current official Town seal
- Examples of any department-specific seals or marks currently in use
- A list of required wording or legal elements that must appear in the official seal
- Examples of current uses, including letterhead, signage, vehicles, plaques, apparel, and digital applications
- Any historical or symbolic references the Town would like considered
- An idea of how the review and approval processes will be conducted
- Estimated date by which the new seal needs to be completed

Design fees

Town of Pound Ridge official seal redesign: \$6,500 – \$8,500

This includes research and review, initial concept development, refinements of the selected direction, final seal artwork, and preparation of final digital files in full-color, black-and-white, single-color, and grayscale formats.

Simple style sheet / usage guide: included

Additional revisions or work beyond the agreed-upon scope would be billed at \$175 per hour.

Work on this project would commence upon my receipt of signed agreement and 1/2 of the higher design fee. The balance would be due upon final approval of designs.

Optional department adaptation system: \$1,500 – \$2,000

This would include exploration and development of a small family of related seal variations or companion marks for selected Town departments or functions, based on the approved official seal.

Optional seal implementation: \$TBD

If desired, I can also design letterhead, business card, envelope, signage, plaques, a stamp, or use on a vehicle, implementing the new seal in a style appropriate for the new design and typography. Final cost would depend on the number and complexity of applications requested.

Additional revisions or work beyond the agreed-upon scope would be billed at \$175 per hour.

Work on this project would commence upon my receipt of signed agreement and 1/2 of the higher design fee. The balance would be due upon final approval of designs.

Ownership and transfer of design rights

Upon final payment, ownership of the approved final Town seal artwork will transfer to the Town of Pound Ridge for official municipal use.

Preliminary concepts, sketches, unused design directions, and working files remain the property of the designer unless otherwise agreed in writing. The designer retains the right to show the completed work in her portfolio, website, proposals, or other professional materials, unless otherwise agreed.

Dear Kevin, Diane, Ali, Namasha, and Dan –

Thank you very much for considering me for this meaningful project. As a lifelong Pound Ridger, I would be honored to help create a seal that serves the Town with clarity, dignity, and a strong sense of place for many years to come.

My best to you each –

Gina

Professional references

Nancy Geary
Executive Director
New Canaan Museum & Historical Society
203-966-1776 ext. 101
ngeary@nchistory.org

Jennifer Coulter
Library Director
Pound Ridge Library
914-764-5085 extension 200
jcoulter@poundridgelibrary.org

Laura Pla
Vineyard Preservation Trust and New Canaan
Museum & Historical Society
203-524-8185
elpla@mac.com

Suzanne Fandel
Chief Operating Officer
Rogers McCagg Architects
203 733 0262
(She asks to let me know if you'd need her email for
written reference)

Marilyn Shapiro
Henry Morgenthau Preserve and TIP-PR
914-589-2217 or 914-764-4270
mashap102@verizon.net

Bryan Rambo
Chief Executive Officer
Dynax Corporation
484-925-9188
bryan.rambo@dynaxcorp.com

Local client list

Pound Ridge Library
The Morgenthau Preserve
Pound Ridge Historical Society
Pound Ridge Landmarks and Historic District
Pound Ridge Human Rights Advisory
Committee
Pound Ridge Library Foundation
The Market
PRES
Pound Ridge Tennis Club
Dynax Corporation
Pound Ridge Partnership
Ela Flowers

Nearby and further afield partial client list

New Canaan Museum & Historical Society
New Canaan Chamber of Commerce
Mianus River Gorge
Vineyard Preservation trust
Waveny Park Conservancy
Francos Wine Merchants
The French American School of New York
Hilltop Hanover Farm
Connect for Freedom
New Canaan Land Trust
Rogers McCagg Architects

Some specific projects for local clients:

- Designed Bonni Brodnick's *Pound Ridge Past: Remembrances of our Townsfolk*
- Exhibition design and collateral for shows at the Pound Ridge Museum:
"Tell Me A Story Of Pound Ridge – 50 Objects, 50 Stories"
"Modern in Pound Ridge – Mid-Century architecture and lifestyle"
"Then and Now in Pound Ridge"
- Conceived and designed the newly installed interpretive sign explaining our beautiful Hamlet
- Signs for PRES, Pound Ridge Tennis Club, The Henry Morgenthau Preserve
- The Market logo and interior elements

Please visit my website to see a much wider variety of projects I've designed – books, packaging, exhibition design, and all sorts of communications and ephemera:

ginafederico.com

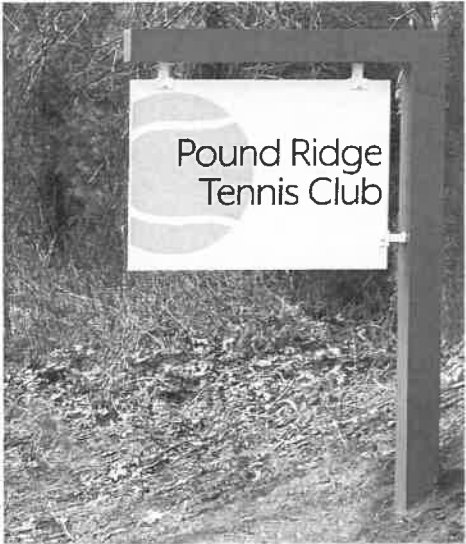
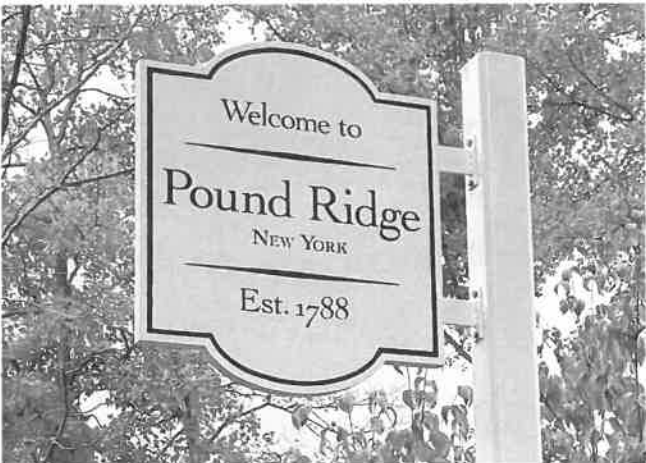
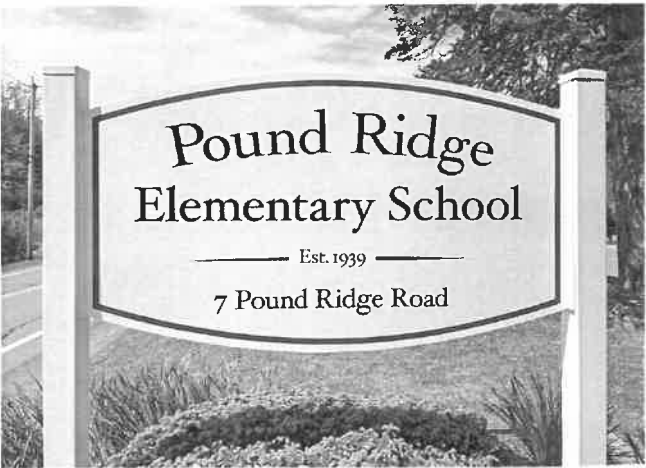
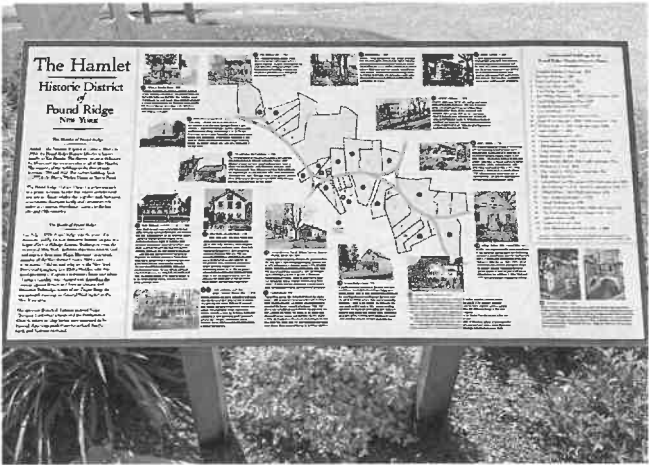




The **Hieronimus** Group



View more and different projects at ginafederico.com



BLKDOG

TOWN OF POUND RIDGE, NEW YORK

TOWN SEAL REDESIGN

Point of Contact:

Anthony Nicolosi | Project Manager

anthony@blackdogllc.com | (518) 792-0500

PO Box 765, Glens Falls, NY 12801

blackdogllc.com

A proposal from BLKDOG for the Town of Pound Ridge, New York

STATEMENT OF INTEREST

black dog DESIGN (BLKDOG) is pleased to submit a proposal in response to the Town of Pound Ridge's Request for Proposals for the redesign of its official town seal.

We are a full-service branding, marketing, and design agency specializing in work for municipalities, economic development organizations, and destination brands. Our work is research-driven, community-informed, and built to directly support our clients' goals. We specialize in branding initiatives that are guided by strategy and embraced by the communities they serve.

The character of Pound Ridge is defined by centuries of history, a landscape that has been deliberately preserved, and a community that takes genuine pride in where it lives. A redesigned seal will reflect the natural environment, founding era, and civic integrity that has guided the town since 1788.

We will work directly with town leadership to develop a seal and logo grounded in Pound Ridge's heritage and built to perform across every application. The result will be an identity that fosters civic pride, strengthens consistency across departments and communications, and gives residents and leaders alike an identity they are proud to have represent them.

We are confident in our ability to deliver an identity that properly represents the Town of Pound Ridge, and we look forward to the opportunity to discuss our approach further. We welcome any questions that may arise in the process.

Thank you for your time.

A handwritten signature in white ink, appearing to read 'Jesse Tyree', is positioned above the name and title.

Jesse Tyree | Principal & Creative Director

PROJECT UNDERSTANDING

Pound Ridge has maintained its rural character and civic identity for over 230 years, and its official visual identity will reflect that through our process. What exists today is functional but dated. The Town's character is the result of deliberate choices: rezoning 11,600 acres in 1959 to protect open space, adopting New York's first local wetlands protection law in 1969, and consistently prioritizing preservation.

The town's natural boundaries reinforce that identity. The Mianus River Gorge to the west, the Ward Pound Ridge Reservation and escarpment to the north, and the streams and reservoir lands along the eastern border have shaped not just the landscape but the community's sense of place. Through this process we will create an identity worthy of the town's history that builds local ambassadorship and resonates with those that call Pound Ridge home.

We are proposing a complementary logo alongside the seal. A seal serves an important official function, but its level of detail limits its effectiveness at small sizes, on digital platforms, and in everyday applications like apparel and signage. A paired logo gives the town a cleaner, more flexible visual identity for those uses, while the seal remains the authoritative symbol on official documents. Together, they give Pound Ridge a complete and consistent identity.

A redesigned seal and logo will draw from what makes Pound Ridge distinct. A founding era that predates the United States, terrain defined by ridgelines, gorges, and protected open space, and a community that has a strong collective identity.

BLKDOG will lead the Town of Pound Ridge through the following phases of work:

- Onboarding & Discovery: Kick-off meeting with town leadership, review of existing planning documents and comparable regional communities
- Community Engagement: Site visit, focus groups with town staff and community stakeholders, and a public workshop hosted in (2) sessions to maximize participation
- Seal & Logo Design: Development of three initial concepts, up to three rounds of revisions based on leadership and community feedback, and final delivery of all files and brand style guide following Town Board adoption

FIRM QUALIFICATIONS & EXPERIENCE

DRIVING SUCCESS, TOGETHER

BLKDOG has built its practice around one consistent opportunity: helping communities and the organizations that serve them translate who they are into a brand identity that works across every context and touchpoint. What started as a small creative agency in Glens Falls, New York has grown into a nationally recognized team of branding experts delivering comprehensive brand strategy, design, and marketing solutions to municipalities across the country. Our work is built to last, designed to perform across all media, and guided by an honest reflection of the communities it represents.

(3) New York State Economic Development Council Marketing Certificate of Excellence Awards: Drum Country, Fairport OCED, & Washington County Tourism

(3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x) & Saratoga Arms Hotel



OUR SERVICES

Organizational Branding | Marketing Strategy & Content Creation
Web Design & Development



FIRM HISTORY

At BLKDOG, we have spent over 15 years developing brand identities for municipalities, economic development organizations, and tourism organizations, earning recognition at regional and statewide levels. Our work spans organizational branding, marketing strategy, web development, and supporting placemaking initiatives for the communities we serve.

What sets us apart is our dedication to deeply understanding a community's goals and values and translating them into creative, strategic solutions. Where we excel is building a brand that tells a story and evokes a genuine sense of pride, creating buy-in from residents and making a town's long-term goals easier to achieve through that shared support.

Our collaborative approach ensures every deliverable is tailored to a community's unique strengths and aspirations, meeting immediate needs while positioning it for long-term growth, recognition, and civic engagement. We are proud to bring that approach to the Town of Pound Ridge as it takes this important step in defining its identity for generations to come.



OUR TEAM



JESSE TYREE | Principal & Creative Director

Jesse founded BLKDOG after years in print and digital media, and has spent nearly two decades building the agency's practice around brand identity and visual systems for municipalities, public agencies, and community-focused organizations across the country. His leadership on complex, multi-stakeholder projects has shaped BLKDOG's core approach: that good design should be intuitive for the communities it serves, scalable across every context it appears in, and built to represent an organization with clarity and intention.

AWARDS

- 2015 Adirondack Chamber's 20 under 40 Business Leaders. In the same year, BLKDOG was nominated for the ARCC Steve Sutton Business of the Year Award.

SPEAKING

- Presenter at 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"
- Jesse has also served as a panel speaker for the NYS Economic Development Corporation



LAUREN OCCHIOGROSSO | Lead Graphic Designer

Lauren's focus on innovative design enables her to develop impactful brand aesthetics that are always content and concept-driven. Her design work encompasses everything from visual identity and branding to packaging, print, and web design, while her concept development and pre-press production skills help guide projects from research to completion.

AWARDS

- (3) New York State Economic Development Council's Marketing Certificate of Excellence Awards: Drum Country, Fairport OCED, & Washington County Tourism
- (3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x) & Saratoga Arms Hotel

OUR TEAM



CHRIS COUGHLAN | Senior Project Manager

Chris has managed a variety of projects and clients at BLKDOG for over 10 years. These consist of organizational branding, web design, and strategic marketing campaigns for many clients in the tourism & hospitality, economic development, workforce development industries amongst others. He helps clients find simplicity in their messaging and identity, all while maintaining authenticity. The result is a visually and strategically positioned brand, primed to communicate the impact of their efforts through personalized storytelling.

SPEAKING

- Co-presenter for 2025 NYSTIA Webinar Workshops on Community Branding
- Panel speaker at 2024 NYSEDC Conference on Economic Development Marketing and Strategic Communications
- Co-host of AMPLIFY Clearwater's 2024 Marketing Bootcamp for Small Businesses
- Presenter at Schoharie Economic Enterprise Corp's Digital Power Hour on SEO for Small Businesses
- Presenter at 2023 NYSTIA Annual Conference on Developing Short Term Rental Partnerships
- Presenter at 2022 NYSTIA Annual Conference on Tying Tourism to Workforce Development



ANTHONY NICOLOSI | Project Manager

Anthony brings over six years of marketing and project management experience to every engagement, with a track record of keeping complex, multi-stakeholder projects on schedule and on brief. He serves as the primary point of contact for clients throughout the life of a project, managing timelines, coordinating internal teams, and ensuring that strategic goals are carried through from kickoff to final delivery. Anthony's detail-oriented approach and focus on clear communication means clients always know where the project stands and what comes next.

OUR TEAM



LYSSA HOWARD | Lead Web Developer

Lyssa has led nearly every website development project we've tackled. Leaning on a fine-tuned eye for both fun and functionality, she brings brands to life in a way that's both engaging and deeply impactful. To tailor each branded site to a client's needs, Lyssa taps into her knowledge of programming to achieve the right results, whether it takes PHP, CSS, or HTML to get there.

AWARDS

- 1st Place Award In State for Graphic Design – Issued by Skills USA
- 3rd Place Award In State for Photography – Issued by Skills USA
- 6th Place in the Nation for Graphic Design – Issued by Skills USA

CERTIFICATIONS

- Adobe Certified
- Google Analytics certified



ALEXIS SHIPPEE | Lead Brand Strategist

Alexis takes point when it comes to big-picture marketing strategy, from brand identity to messaging and positioning. Her background in copywriting and digital media for newsrooms, niche magazines, and mid-size corporations alike gives her a unique insight into what it takes for brands to stand out from the crowd – in any environment.

SPEAKING

- WSWHE BOCES Women in STEM Panel
- AMPLIFY Clearwater 2024 Marketing Bootcamp
- (3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x) & Saratoga Arms Hotel

OUR TEAM



HANNAH NOACK | Brand Strategist

Blending her passion for consumer behavior with a love of storytelling, Hannah writes compelling copy for clients ranging from consumer goods to tourism and economic development. A marketer of many talents, she also helps clients through photo/video development, implementing new marketing strategies, fulfilling ad buys through, and optimizing content to reach their goals.

AWARDS

- (2) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x)



APRYL MURRAY | Graphic Designer

Apryl combines creativity and strategy to produce impactful visuals that bring ideas to life. She is a graphic designer with a degree from SUNY New Paltz, specializing in digital, web, and motion design. With a strong eye for visual storytelling and problem-solving, she creates engaging and dynamic designs that resonate across digital platforms.

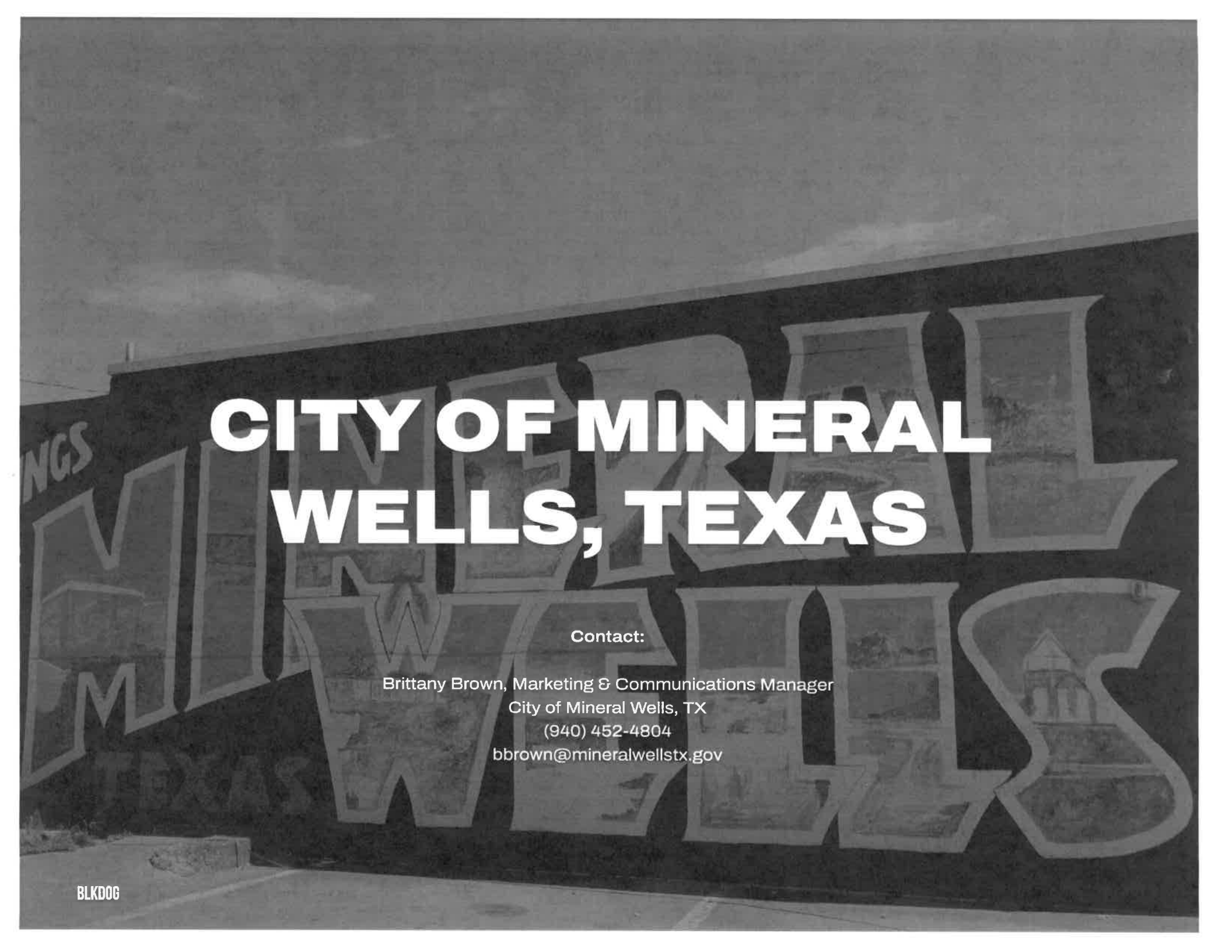
OUR TEAM



KERRY MASON | Accounting & Billing

Kerry is our go-to organizational + financial expert. An essential piece of the BLKDOG team, her responsibilities include managing internal processing, onboarding clients into the system, providing financial updates (estimates, account history & invoices), and ensuring team members are paid, supported, and making full use of their vacation time.

WORK SAMPLES



CITY OF MINERAL WELLS, TEXAS

Contact:

Brittany Brown, Marketing & Communications Manager
City of Mineral Wells, TX
(940) 452-4804
bbrown@mineralwellstx.gov

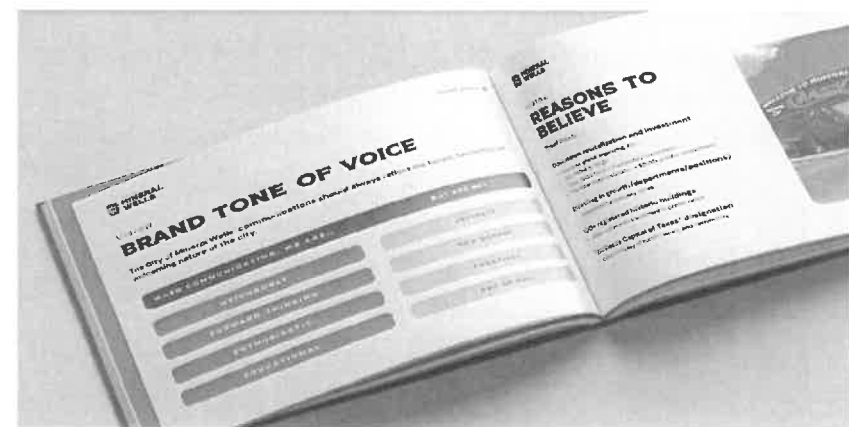
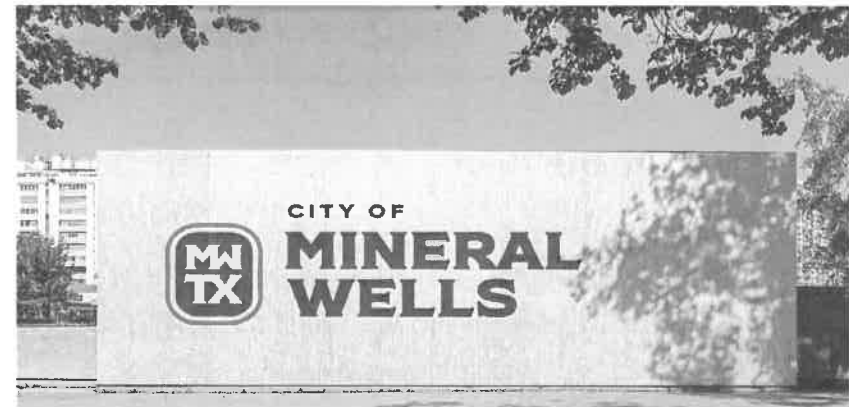
CITY OF MINERAL WELLS, TEXAS

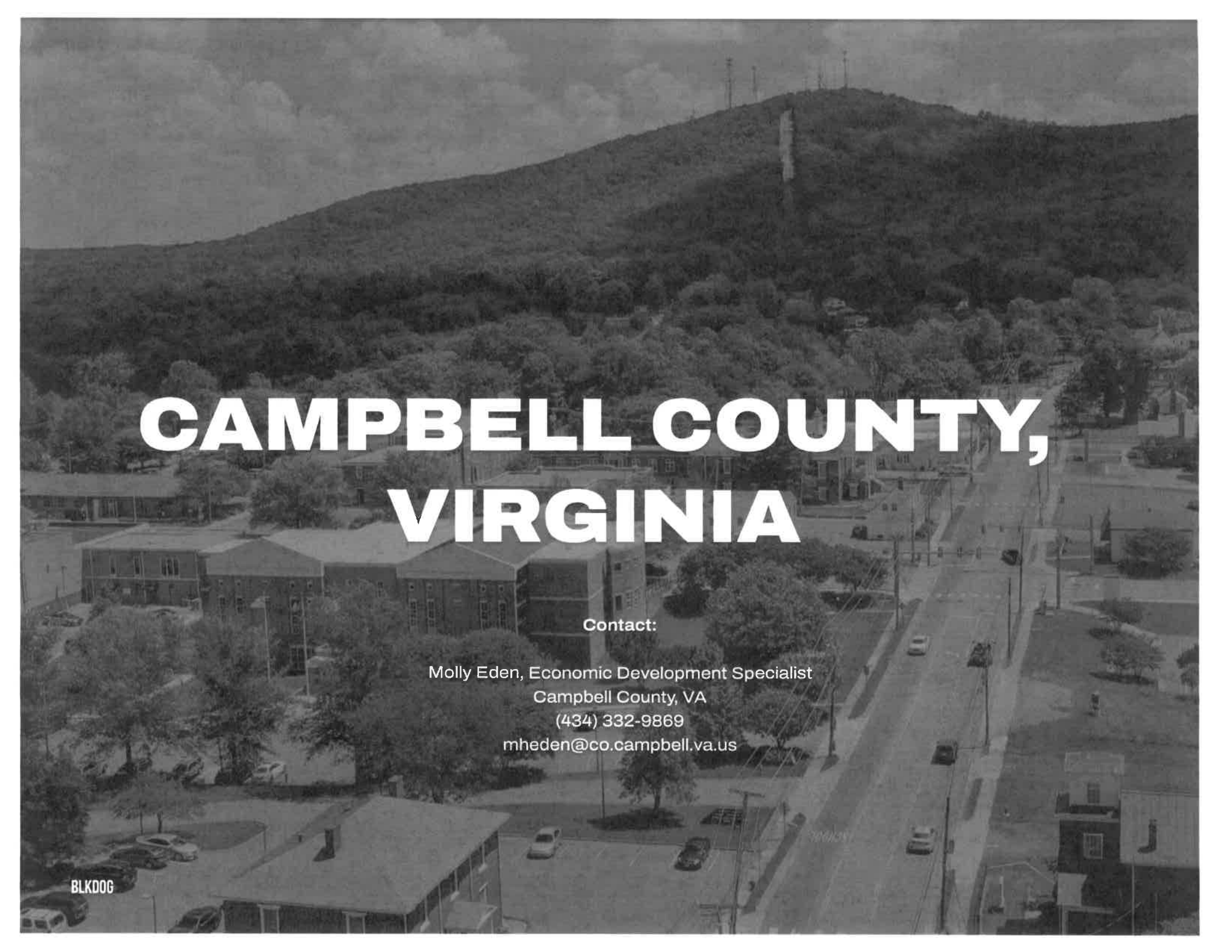
Brand Development

We partnered with the City of Mineral Wells (slightly outside of the Dallas / Fort Worth metro) to lead a full citywide rebrand that reflects its history, its designation as the Wellness Capital of Texas, and its ongoing revitalization. As a small, close-knit community with rural characteristics and diverse perspectives, Mineral Wells required a unified brand system that could support multiple departments, tourism efforts, and economic development priorities.

A key part of the process involved bringing together residents, business owners, city staff, and community leaders. Through interviews, focus groups, and a review of existing plans, we organized a wide range of viewpoints into a cohesive direction that honors the city's past while embracing its progress.

From this research, we developed a brand story, messaging framework, and visual identity that capture Mineral Wells' character and future aspirations. The result is a unified identity that reflects the city's heritage, momentum, and community pride, providing a strong foundation for consistent community engagement, marketing, and departmental alignment.





CAMPBELL COUNTY, VIRGINIA

Contact:

Molly Eden, Economic Development Specialist
Campbell County, VA
(434) 332-9869
mheden@co.campbell.va.us

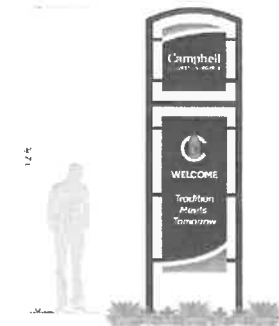
CAMPBELL COUNTY, VA

Branding & Implementation

Campbell County, Virginia engaged our team to develop a modern, unifying brand system that supports economic development, tourism, and countywide communications without losing the charming rural character that residents value. The County needed a brand that was practical for staff, adaptable across departments, and capable of elevating its visibility in a competitive regional landscape.

Our work began with a comprehensive discovery process, including stakeholder interviews, staff workshops, and a review of existing communications. We identified a clear opportunity: Campbell County's strengths such as location, workforce, affordability, and quality of life, were well understood internally but not consistently communicated externally. The new brand needed to bridge that gap with a message that was confident, cohesive, and easy to use.

We delivered a refreshed brand identity, messaging framework, and a flexible visual system designed for real-world municipal use. The brand emphasized Campbell County's role as a connected, growing community with strong rural roots and a forward-looking economic vision. To support long-term adoption, we created templates, usage guidelines, and training that helped staff apply the brand consistently across print, digital, and partner communications.





LAKE COUNTY CALIFORNIA

Contact:

Ben Rickelman

Deputy County Administrative Officer

(707) 263-2580

benjamin.rickelman@lakecountycalifornia.gov

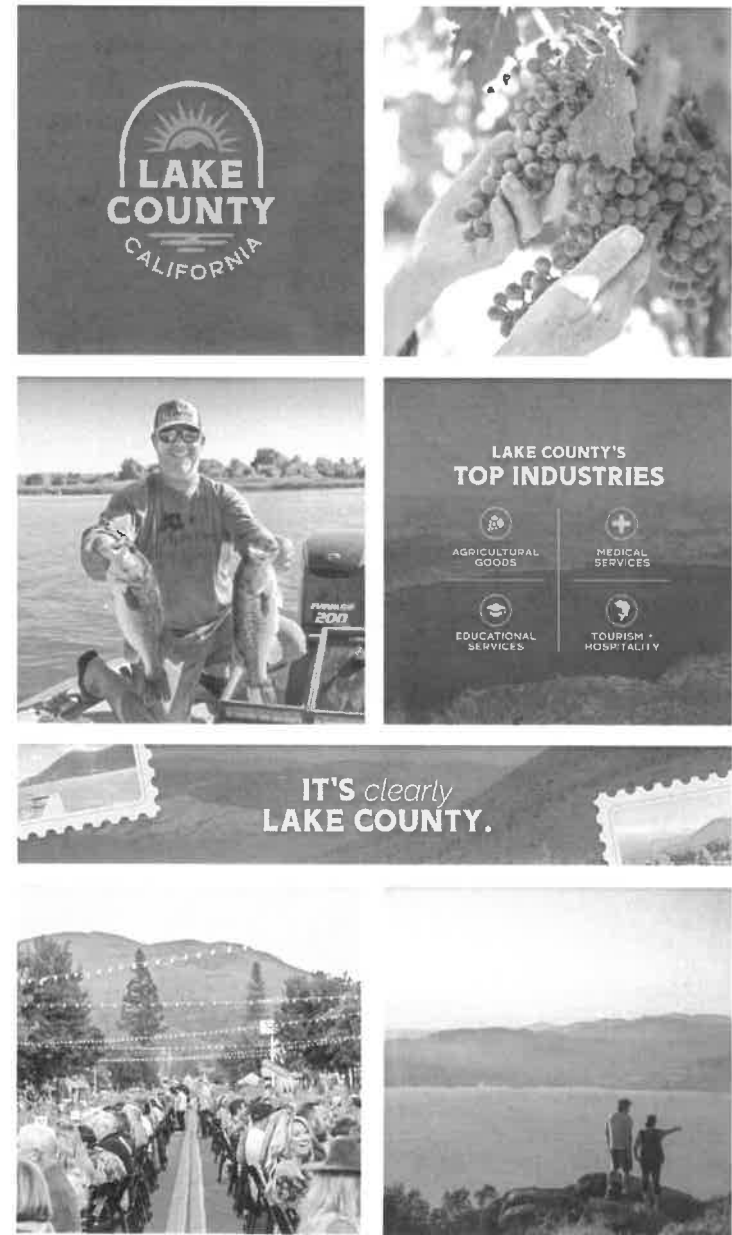
LAKE COUNTY, CA

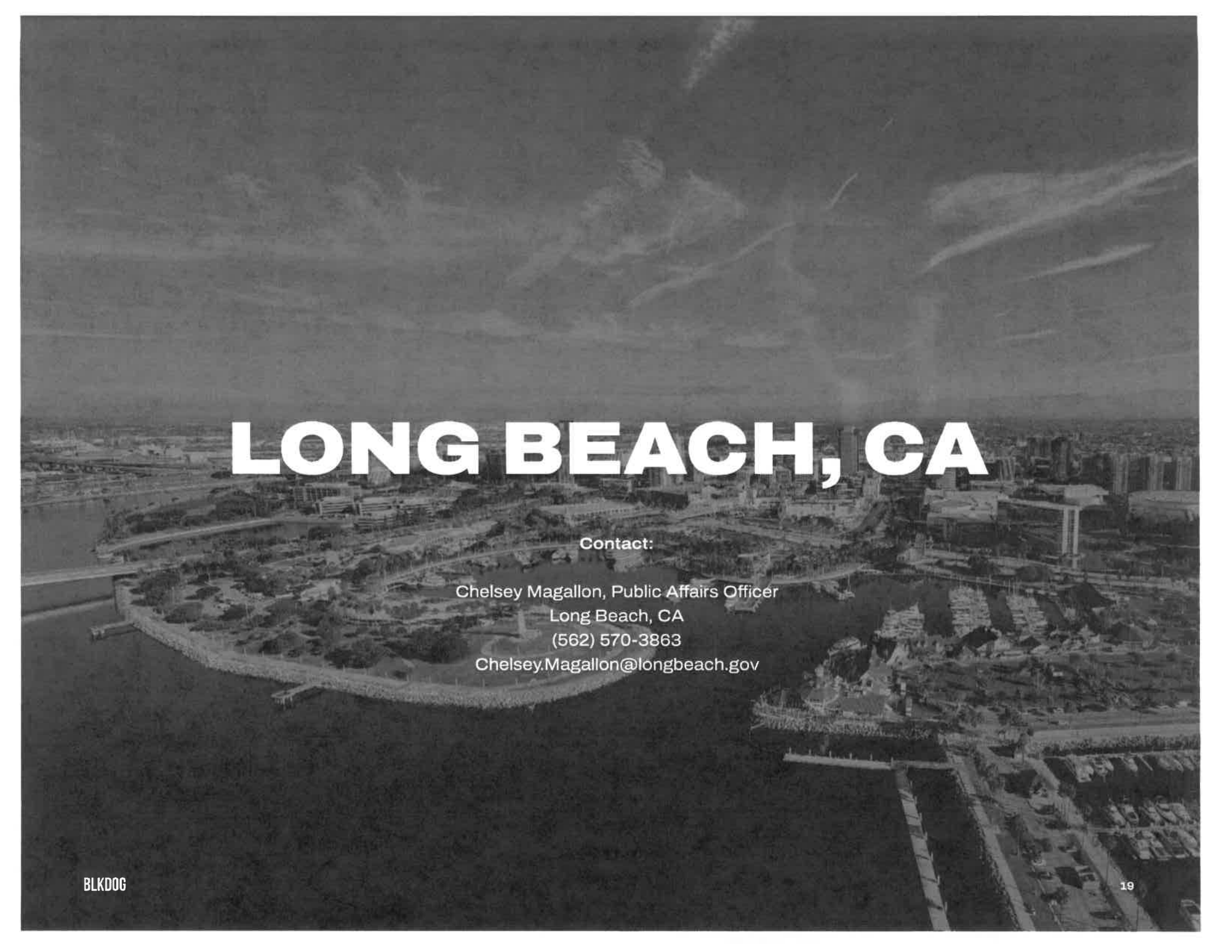
Brand Development

Lake County, California is a rural region with a strong sense of place, a diverse mix of industries, and a community identity shaped by its landscape and history. As the county continues to diversify beyond agriculture into healthcare, education, clean energy, and hospitality, it needed a clearer, more unified brand that could speak to residents, businesses, and visitors while supporting long-term growth.

We partnered with the county to develop a place brand grounded in extensive community engagement, ensuring the final identity reflected the perspectives of residents, business owners, and civic leaders. This process helped organize a wide range of ideas into a cohesive direction that honors Lake County's character while supporting its goals for growth, investment, and year-round economic stability. Alongside the core brand, we created marketing assets, strategic messaging, and a new website designed to present the county's strengths with greater consistency.

The result is a unified place brand that captures Lake County's identity and provides a strong foundation for promoting the region, attracting new businesses and residents, and supporting the small businesses and organizations that define the community.



An aerial, black and white photograph of Long Beach, California. The image shows the city's coastline, including the harbor, various buildings, and a large area of land that appears to be under development or a park. The sky is cloudy.

LONG BEACH, CA

Contact:

Chelsey Magallon, Public Affairs Officer
Long Beach, CA
(562) 570-3863
Chelsey.Magallon@longbeach.gov

LONG BEACH, CA

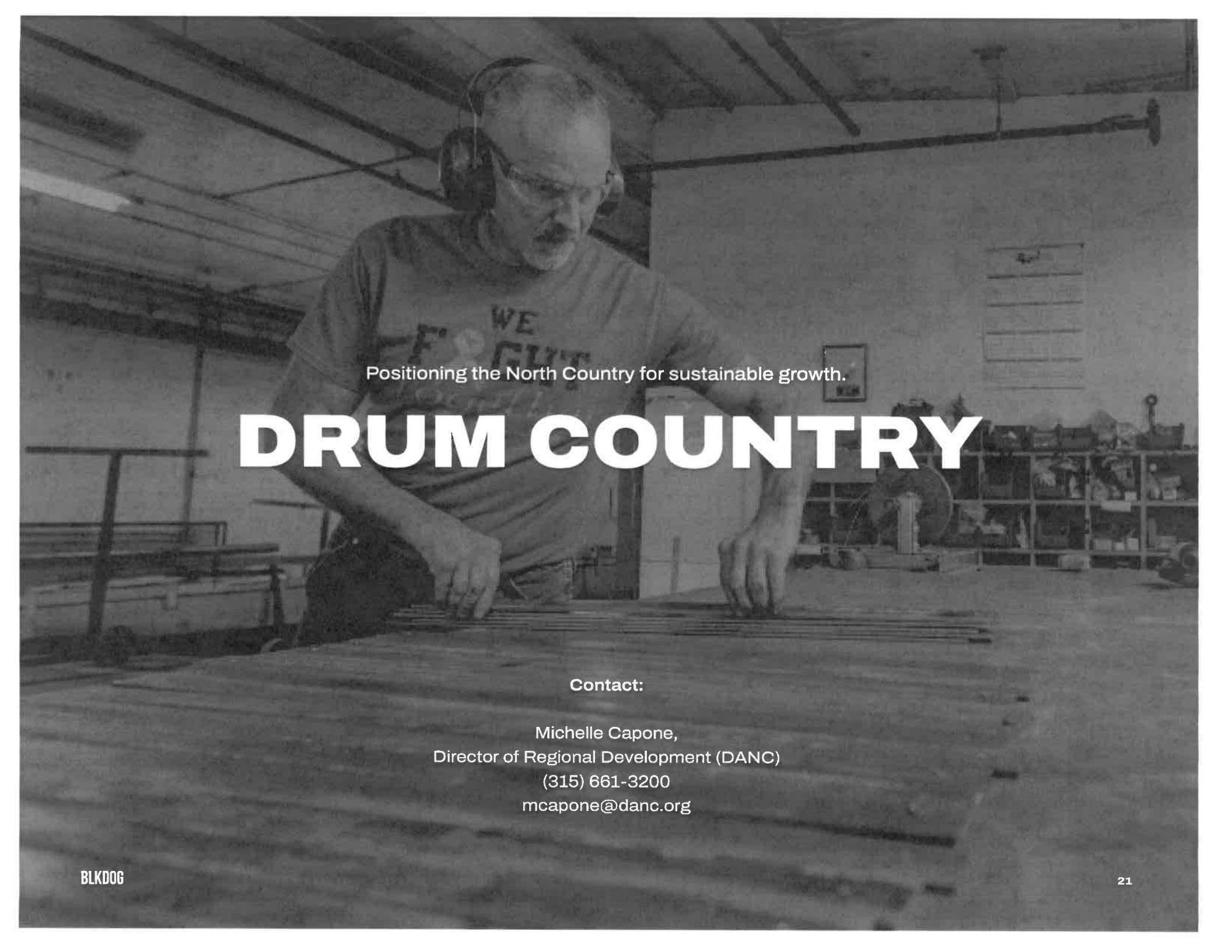
Community & Neighborhood Branding

The City of Long Beach is home to numerous distinct, culturally diverse neighborhoods, many of which are lacking a clear brand identity for communications. As the city continues to position itself as its own destination, coming out of the shadows of Los Angeles, this branding process is critical.

This process started with a 3 day site visit, touring the city, and each neighborhood, meeting with the client team, key business owners/stakeholders, and the development of key neighborhood indicators. Collectively, this engagement and data aids in telling each neighborhood's story alongside the developed identities.

The third element to the project is implementing these identities (with new photography assets) across profile sheets used for distinct audiences for the city's retention and attraction efforts.





Positioning the North Country for sustainable growth.

DRUM COUNTRY

Contact:

Michelle Capone,
Director of Regional Development (DANC)
(315) 661-3200
mcapone@danc.org

DRUM COUNTRY

Brand & Web Development, Marketing Strategy,
& Content Creation

We've worked with the Development Authority of the North Country for multiple years to develop and implement a regional place brand, website, and marketing initiative titled "Drum Country." Drum Country aims to attract medium to large-sized businesses to St. Lawrence, Jefferson, and Lewis counties, and in more recent years has shifted towards additional workforce/resident attraction and retainment.

We created a bold identity to position the region to attract likeminded businesses and workers, influence thousands of soldiers coming into the region each year to stay, while better highlighting available resources throughout the region.

This included the brand identity, messaging/positioning, strategy, marketing assets, and website. We have now managed this campaign since 2021.

The overall website traffic and usage has steadily climbed since we launched the campaign, despite relying on a small digital budget to maintain and manage their digital channels.

[View Campaign Guide](#)



DRUM COUNTRY NY
Jefferson • Lewis • St. Lawrence



Educational Post



Event Post



Interactive Story



PROJECT APPROACH

PROJECT APPROACH

PROJECT MANAGEMENT APPROACH

BLKDOG operates as a true partner and extension of our clients' teams throughout every project we undertake. From kickoff through final delivery, our team maintains clear communication, defined responsibilities, and a structured process that keeps the project on track and ensures the Town always knows where things stand and the next steps to completion.

A dedicated project manager will be assigned to the Town for the duration of this engagement, serving as the consistent point of contact for all coordination, communication, and timeline management from kickoff through final delivery.

Our project management approach includes:

- A formal project kickoff meeting (in-person) to align on goals, confirm the project timeline, establish communication preferences, and introduce the full BLKDOG team to Town staff
- An internal dedicated project management platform (Trello) used to track tasks, deadlines, and deliverables
- A detailed project spreadsheet detailing project phases, due dates, progress, links, and more
- Regularly scheduled check-in calls throughout each phase to review progress, and address questions

- Structured review and feedback cycles built into each phase, with clearly defined windows for the Town and general public to provide detailed feedback and adjustments
- Proactive communication around any changes to scope, timeline, or deliverables, with solutions presented alongside any identified challenges

ONBOARDING & DISCOVERY (WEEKS 1-3)

The Discovery phase serves as the strategic foundation for the project, ensuring the resulting seal and logo are guided by a clear understanding of Pound Ridge's identity, values, and history. Our approach blends a review of existing materials with direct stakeholder engagement, combining the context provided by existing research and planning documents with the insight that comes from direct conversation.

Discovery will be guided by a core set of questions such as:

- How Pound Ridge is perceived today by residents, town staff, and the broader Westchester community
- What characteristics will define the new visual identity
- How the town's history, natural landscape, and conservation legacy will inform the design direction

PROJECT APPROACH

The 2010 Comprehensive Plan established guiding priorities around land use, natural resources and open space, and community character. The ongoing update, which has included two rounds of community engagement surveys, has consistently surfaced the same two themes: preservation of historic and natural character, and maintaining the town's small-town feel. These values will anchor the new identity in the real-world experiences of Pound Ridge residents.

BLKDOG will also review all relevant guiding and planning documents provided by the town to ensure the design direction is informed by work already done and aligned with the Town's broader goals.

Our engagement plan will include (1) 2-day site visit consisting of: up to (2) initial focus groups with community stakeholders and the general public, and (2) public workshops (detailed below). All findings will be condensed into a Discovery Summary to serve as the foundation for all design work that follows.

PUBLIC WORKSHOPS (WEEKS 1-3)

Given that final approval of the new seal and logo will happen through the Town Board in a public setting, it is essential that the broader Pound Ridge community has a meaningful opportunity to contribute before concepts reach the final stages of design.

The workshops will be structured as an open house, activity-based session, allowing participants to engage at their own pace while contributing meaningful feedback across multiple brand-focused exercises. Each station will focus on a key component of the new identity and participants will rotate freely between stations, contributing input through guided exercises. This format encourages conversation, accessibility, and broad participation across a wide range of community voices.

We propose hosting two sessions (morning and evening) to maximize accessibility for participants. All feedback gathered will be compiled and incorporated into the Discovery Summary, ensuring every voice has a direct line to the final design direction.

Public Workshop Sample - Genesee County, NY



PROJECT APPROACH

SEAL & LOGO DEVELOPMENT (WEEKS 3-8)

With Discovery complete and a clear strategic foundation established, BLKDOG will move into the design phase. This is where research and insight are translated into visual form.

Initial concepts will be shared with town leadership, community stakeholders, and the general public for feedback before revisions are made, ensuring the final identity reflects the priorities of the town alongside the broader community voice. We will develop a visual identity system that honors Pound Ridge's history and natural character, while delivering designs that are modern, versatile, and built to serve the needs of the Town now and well into the future.

This process includes:

- Presentation of concept boards to establish design style direction prior to full concept development
- Development of (3) initial seal and logo concepts informed by Discovery findings
- Up to (2) one-hour focus groups with town staff and community stakeholders to gather feedback on initial concepts before revisions are made
- Development and distribution (through Town

channels) of a public survey for the general public to weigh-in on the proposed concepts

- Up to (3) rounds of revisions based on town leadership, focus group, and survey feedback, with additional revision rounds available at our hourly rate of \$160/hr
- (1) final approved seal and logo, including vertical and horizontal variations, full color, and black and white versions
- Development of supporting visual elements including color palette and typography
- Presentation of the final identity to town leadership for review and approval prior to Town Board adoption
- Final approved files delivered in all required formats including .ai, .eps, .png, .jpg, and .pdf
- Delivery of a brand style guide detailing usage guidelines for the new seal, logo, and supporting elements including color, typography, spacing, and alignment
- (1) 1-hour training session for Town staff and partners on how to properly apply and utilize the new brand

Following final approval, BLKDOG can develop a range of branded assets to help the town put the new identity to use immediately. This could include (but is not limited to): letterhead, business cards, email signatures, presentation and social media templates, signage, apparel, and more. These can be scoped as an optional add-on or as a follow-on engagement once the core identity is approved.

RIGHTS TRANSFER STATEMENT

BLKDOG fully understands and supports the Town of Pound Ridge's right to full ownership of all work developed under this project. Upon completion and receipt of final payment, ownership of all final deliverables including the seal, logo, and design files will be formally transferred to the Town of Pound Ridge.

BLKDOG will retain no ownership claims, usage restrictions, or licensing limitations on completed work. Our agreement will clearly state that all intellectual property rights are assigned to the town upon project completion. The only exception is our ability to showcase the work within our professional portfolio.

We believe public-sector clients should have full autonomy over their brand, and our contracts are structured to reflect this.

COST PROPOSAL & DELIVERABLES

TOTAL COST BREAKDOWN

NOTES

All prices are derived from our hourly rate of **\$160/hour** and the expected time to complete each phase. Any new requests or major revisions deemed out of scope will be estimated and provided to the client for approval prior to beginning.

TOTAL COST PROPOSAL		
TOWN SEAL REDESIGN	HOURS	TOTAL
ONBOARDING & DISCOVERY	45	\$7,200
PUBLIC WORKSHOPS	22	\$3,200
SEAL & LOGO DEVELOPMENT	47	\$7,520
TOTAL PROJECT INVESTMENT		\$17,920

DELIVERABLES

ONBOARDING & DISCOVERY

- Onboarding meeting with town leadership and project team to align on goals, timeline, communication protocols, and key milestones
- Review of all relevant strategic and planning documents provided by the town
- Research on comparable communities in the region to guide differentiation
- (1) 2-day site visit including a town tour and meetings with key stakeholders
- Identification of key themes, strengths, and differentiators that will inform the design direction
- Up to (2) focus groups with town staff and community stakeholders to surface shared values and design preferences
- Public workshop hosted in two sessions (morning and evening) to maximize participation across residents, business owners, and community organizations
- All findings condensed into a Discovery Summary to serve as the foundation for all design work that follows

PUBLIC WORKSHOPS

- (2) public workshop sessions (morning and evening) hosted on-site in Pound Ridge
- Activity-based open house format allowing participants to engage at their own pace
- Multiple brand-focused stations, each centered on a key component of the new identity including visual preferences, design direction, and community values
- Guided exercises at each station to capture structured, actionable feedback
- Sessions open to residents, business owners, elected officials, and community organizations
- All workshop findings compiled and incorporated into the Discovery Summary to inform the design direction

DELIVERABLES

SEAL & LOGO DEVELOPMENT

- Presentation of concept boards to establish design style direction prior to full concept development
- Development of (3) initial seal and logo concepts informed by Discovery findings
- Up to (2) one-hour focus groups with town staff and community stakeholders to gather feedback on initial concepts before revisions are made
- Development and distribution (through Town channels) of a public survey for the general public to weigh-in on the proposed concepts
- Up to (3) rounds of revisions based on town leadership, focus groups, and survey feedback, with additional revision rounds available at our hourly rate of \$160/hr
- (1) final approved seal and logo, including vertical and horizontal variations, full color, and black and white versions
- Development of supporting visual elements including color palette and typography
- Final approved files delivered in all required formats including .ai, .eps, .png, .jpg, and .pdf
- Delivery of a brand style guide detailing usage guidelines for the new seal, logo, and supporting elements including color, typography, spacing, and alignment
- (1) 1-hour training session for Town staff and partners on how to properly apply and utilize the new brand

BLKDOG

THANK YOU!

We appreciate the opportunity to submit this proposal and to be part of the conversation around the Town of Pound Ridge's future. Pound Ridge has a compelling story to tell, one rooted in centuries of history, a landscape worth protecting, and a community with a clear sense of who it is. BLKDOG is ready to be that partner. We bring the experience, process, and commitment to develop an identity system that honors that story and serves the town and the people who call it home.

**WE LOOK FORWARD TO
HEARING FROM YOU**

PO Box 765, Glens Falls, New York 12801 | PO Box 4142, Bay Pines, FL 33744
creative@blackdogllc.com | 518-792-0500 | blackdogllc.com



June 12, 2026

Town Seal Redesign

Town of Pound Ridge, NY

PREPARED BY:

Destination by Design Planning LLC
136 Furman Rd, ste 6 Boone, NC 28607
Zach Hoffman, Business Development
(828) 263-7933 | zach@dbdplanning.com

Cover Letter

Dear Members of the Selection Committee,

Destination by Design is pleased to submit this proposal to support the Town of Pound Ridge in creating a new official town seal. A municipal seal is one of the most visible and lasting expressions of local government. It appears on official documents, correspondence, signage, vehicles, apparel, plaques, digital platforms, and formal civic materials. It must feel meaningful and appropriate to the community while remaining simple, professional, and flexible enough for everyday Town use.

We understand that Pound Ridge is seeking a seal that reflects the Town's character, history, and unique identity while functioning effectively in full-color and black-and-white formats. The final design must also be adaptable across departments and other units of Town government. This requires more than an attractive graphic. It requires a disciplined design process that balances civic symbolism, visual clarity, technical production, and long-term usability.

Destination by Design is a multidisciplinary branding, planning, and communications firm that works exclusively with municipalities, counties, destinations, downtown districts, and other public-sector organizations. For nearly 15 years, we have helped communities develop civic identity systems, destination brands, visual standards, wayfinding systems, and implementation tools that are grounded in place and practical for staff to manage over time. We understand how to create public-sector design systems that are accessible, durable, and easy to use across a wide range of official applications.

For Pound Ridge, we propose a focused and collaborative process that begins with a clear understanding of the Town's existing identity, desired symbolism, application needs, and practical production requirements. From there, we will develop distinct seal concepts, guide the Town through review and refinement, test the preferred direction across key applications, and deliver a final artwork package with production-ready files and concise usage guidance.

Our goal is to provide Pound Ridge with a seal that feels authentic to the Town, works reliably across official uses, and can be confidently stewarded by staff, departments, and vendors for years to come.

Thank you for the opportunity to submit this proposal. We would be honored to support this important civic identity effort.



Matt Powell
Communications Director, Destination by Design
matt@dbdplanning.com, (828) 386-1866
136 Furman Rd. Boone, NC 28607
www.destinationbydesign.com



Place Branding & Destination Storytelling

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines— we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

Our collaborative, multidisciplinary approach results in distinctive visual solutions, increased public engagement, and innovative end-products for communities and destinations nationwide.

— Project Team

Erin Welsh, Branding Director at Destination by Design, will serve as the primary point of contact and lead day-to-day coordination for the Town of Pound Ridge Town Seal Redesign. In this role, Erin will ensure that the project remains aligned with the Town's goals, schedule, review process, and vision for a refined civic seal that reflects Pound Ridge's character, history, and identity while functioning across a wide range of municipal applications.

Creative direction will be led by Senior Art Director Matt Wagoner, with design support from Dylan Connell, to develop a distinctive, professional, and adaptable seal system.

Strategic oversight will be provided by Matt Powell to ensure the final seal is grounded in research, responsive to local context, and practical for long-term municipal use.

Backed by Destination by Design's multidisciplinary branding and design team, this structure supports a collaborative and transparent process from discovery and concept development through refinement, final artwork, and usage guidance. The result will be a clear, meaningful, and implementation-ready town seal that Pound Ridge can confidently use across departments and public-facing applications over time.



Matt Powell

Communications Director

A multi-award-winning Creative Director, Matt leads all of DbD's branding and marketing-related projects, directs multimedia and web campaigns, and develops targeted brand strategies to promote quality of life. With a Masters in Communications and an undergraduate in Recreation & Tourism Management, Matt is passionate about helping communities discover authentic brand stories that increase their visibility, visitation, and economic vibrancy.



Erin Welsh

Branding Director

With over three years at Destination by Design, Erin brings a wealth of expertise in brand strategy, marketing, and project management. A proud Elon University alumna and longtime resident of the NC High Country, Erin has led impactful projects for municipal, county, and destination marketing organizations. Her strategic insights and storytelling skills foster strong connections with communities, driving successful outcomes for clients. Outside of work, she enjoys exploring the region's scenic beauty and staying active in the local community.



Matt Wagoner

Senior Art Director



Dylan Connell

Web & Graphic Designer



Dan Cox

Senior Designer



Megan Biddix

Social Media and Brand
Communications Strategist



Jon Black

Visual Content Director



Zachary Hoffman

Project Manager and Designer



Sunny Morgan

Web Developer



Sarah Pinnix

Paid Media Specialist

— Project Approach

TASK 1:

Discovery, Civic Identity Review, and Creative Direction

OBJECTIVE

This phase will establish the foundation for the redesigned Pound Ridge town seal by clarifying the Town's goals, existing identity, local character, historical references, desired applications, and technical needs. The outcome will be a shared design direction that guides concept development and keeps the process focused.

TASK 1.1: PROJECT INITIATION AND ALIGNMENT

The project will begin with a kickoff meeting with Town representatives to confirm goals, schedule, communication protocols, review expectations, decision-making steps, and desired final deliverables. This meeting will also clarify what the Town wants the new seal to communicate and where the current identity may need improvement.

TASK 1.2: EXISTING SEAL AND APPLICATION REVIEW

Destination by Design will review the Town's existing seal or visual identity materials, available source files, current usage examples, and common municipal applications. This review will assess legibility, visual consistency, reproduction quality, and suitability across the applications identified in the RFP.

TASK 1.3: LOCAL CHARACTER AND VISUAL CONTEXT REVIEW

DbD will review available background materials related to Pound Ridge's history, landscape, civic character, and community identity. This may include Town-provided references, website content, public materials, historic themes, environmental features, and imagery that may inform the design direction.

TASK 1.4: CREATIVE DIRECTION SUMMARY

Findings from kickoff, existing identity review, and local context review will be synthesized into a concise creative direction summary. This summary will identify recommended themes, visual considerations, technical requirements, and application priorities for the new seal.

TASK 2:

Seal Concept Development

OBJECTIVE

This phase will translate the approved creative direction into distinct seal concepts for Town review. The goal is to provide meaningful design options while keeping the process efficient and aligned with the Town's intended applications.

TASK 2.1: VISUAL RESEARCH AND SYMBOL EXPLORATION

Destination by Design will conduct targeted visual research to explore potential symbols, compositions, typography, and civic seal structures appropriate for Pound Ridge. The work will consider how local references can be represented clearly and professionally without becoming overly detailed or difficult to reproduce.

TASK 2.2: INITIAL SEAL CONCEPTS

DbD will develop up to three initial seal concepts. Each concept will explore a distinct visual direction while responding to the agreed-upon creative criteria. Concepts will be developed with attention to composition, symbolism, typography, scalability, full-color use, black-and-white performance, and one-color adaptability.

TASK 2.3: CONCEPT PRESENTATION AND FEEDBACK

DbD will present the initial concepts to Town representatives in a clear review format that explains the rationale, strengths, and practical considerations of each direction. The presentation will include sample applications where useful, helping the Town evaluate how each concept may perform across official materials, signage, apparel, plaques, embossing, and digital media.

TASK 2.4: PREFERRED DIRECTION SELECTION

Following the concept presentation, DbD will gather consolidated feedback and help the Town select a preferred direction. The selected direction may incorporate elements from more than one concept if doing so strengthens the final seal and maintains a cohesive design.

TASK 3:

Seal Refinement and Final Design

OBJECTIVE

This phase will refine the preferred concept into a polished official seal that is visually strong, symbolically appropriate, and technically prepared for municipal use.

TASK 3.1: PREFERRED CONCEPT REFINEMENT

Destination by Design will refine the selected seal based on Town feedback. Refinements may address composition, linework, typography, color, hierarchy, detail, spacing, and visual balance. The goal is to strengthen the approved direction while preserving clarity and long-term usability.

TASK 3.2: FULL-COLOR, BLACK-AND-WHITE, AND ONE-COLOR TESTING

The refined seal will be tested in full color, black and white, and one-color formats to confirm it remains clear and professional across multiple reproduction conditions. This testing is especially important for formal documents, embroidery, plaques, engraving, embossing, vehicle graphics, signage, and small-scale digital uses.

TASK 3.3: FINAL APPROVAL

After refinement and application testing, DbD will present the final seal direction for approval. Any final minor adjustments will be incorporated before production artwork is prepared.

TASK 4:

Final Artwork, File Package, and Usage Guidance

OBJECTIVE

DbD will prepare final artwork for the approved seal in high-resolution and vector formats suitable for print and electronic use. Files will be built cleanly and organized for use by Town staff, printers, sign vendors, apparel vendors, and other production partners.

TASK 4.1: FINAL PRODUCTION ARTWORK

DbD will prepare final artwork for the approved seal in high-resolution and vector formats suitable for print and electronic use. Files will be built cleanly and organized for use by Town staff, printers, sign vendors, apparel vendors, and other production partners.

TASK 4.2: DIGITAL, PRINT, AND SPECIALTY FILE PACKAGE

The final file package will include commonly needed formats such as AI, EPS, SVG, PDF, PNG, and JPG, with transparent-background versions where appropriate. Files will include full-color, black-and-white, and one-color versions as needed.

TASK 4.3: CONCISE SEAL USAGE GUIDE

DbD will prepare a concise usage guide documenting recommended use of the new seal. This guide will include basic standards for color, black-and-white use, one-color use, clear space, minimum size, file selection, and common incorrect uses.

TASK 4.4: OWNERSHIP AND TRANSFER OF DESIGN RIGHTS

Upon final payment, DbD will transfer ownership of the approved final town seal artwork to the Town of Pound Ridge for unrestricted municipal use. Preliminary concepts, alternate designs, sketches, and unused creative directions are not included in the rights transfer unless otherwise agreed to in writing.

Budget

The services outlined in this proposal have been structured to support the Town of Pound Ridge in developing a refined, professional, and adaptable town seal that reflects the community's character, history, and civic identity. The scope is intentionally focused on creating a seal that is visually strong, easy to reproduce, and practical for use across official Town materials, including documents, letterhead, signage, apparel, plaques, embossers, vehicles, and digital platforms.

The total proposed project cost is \$18,000 and includes the full seal redesign process outlined in this proposal: project kickoff and discovery, review of existing materials and local context, creative concept development, refinement of the preferred direction, and preparation of final artwork files. Final deliverables will include high-resolution and vector file formats suitable for print, digital, black-and-white, and full-color applications, along with basic usage guidance to support consistent implementation.

Principal / Strategic Director: \$175/hr
 Brand Strategy / Communications Director: \$165/hr
 Senior Art Director / Senior Designer: \$150/hr
 Designer / Digital Communications Support: \$135/hr
 Project Manager: \$125/hr
 Production / Admin Support: \$95/hr

TOWN SEAL DEVELOPMENT

Task 1: Discovery, Civic Identity Review, and Creative Direction\$3,500

- 1.1: Project Initiation and Alignment
- 1.2: Existing Seal and Application Review
- 1.3: Local Character and Visual Context Review
- 1.4: Creative Direction Summary

Task 2: Seal Concept Development\$5,500

- 2.1: Visual Research and Symbol Exploration
- 2.2: Initial Seal Concepts
- 2.3: Concept Presentation and Feedback
- 2.4: Preferred Direction Selection

Task 3: Seal Refinement and Final Design\$5,000

- 3.1: Preferred Concept Refinement
- 3.2: Full-Color, Black-and-White, and One-Color Testing
- 3.3: Final Approval

Task 4: Final Artwork, File Package, and Usage Guidance \$4,000

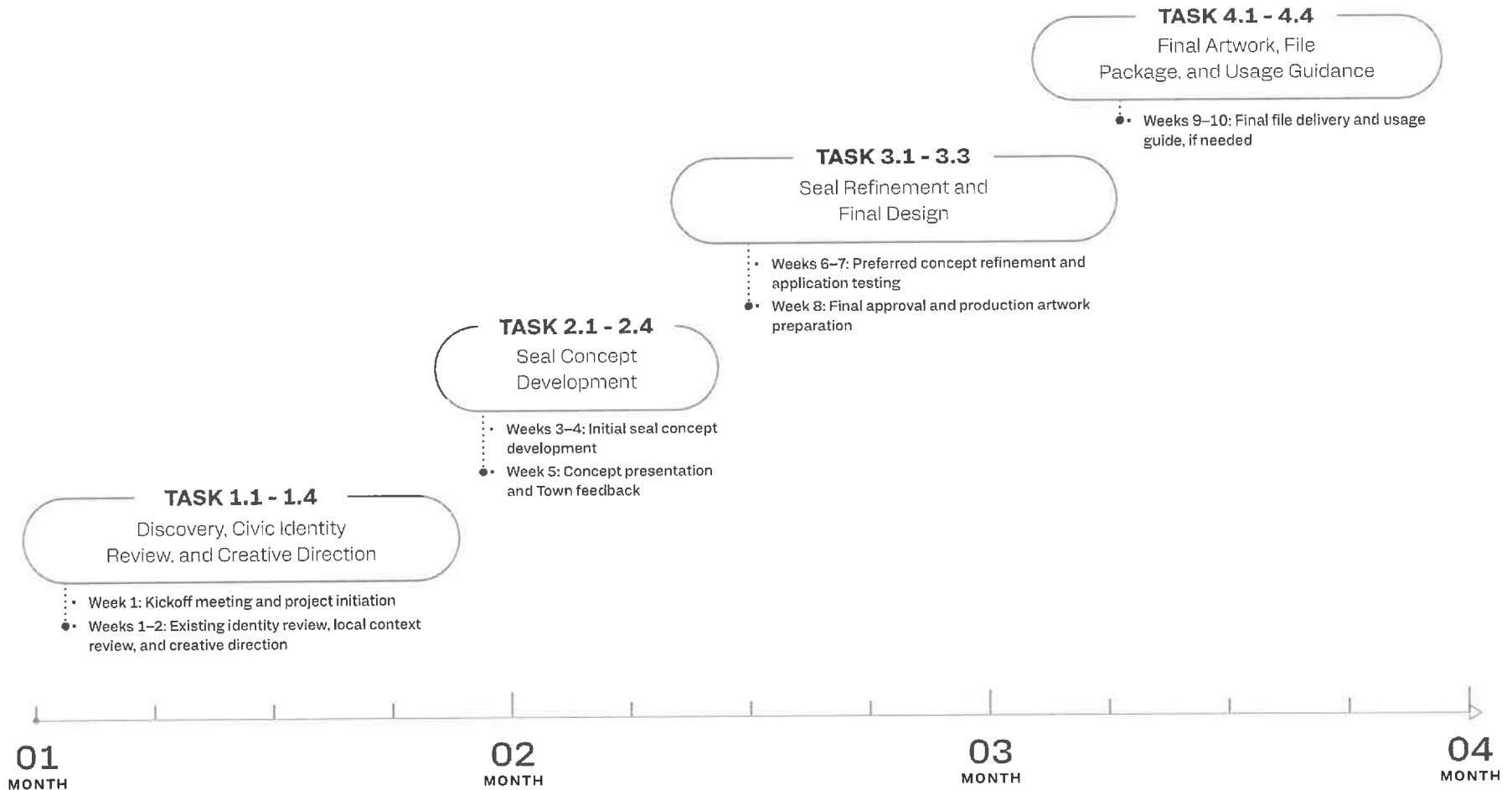
- 4.1: Final Production Artwork
- 4.2: Digital, Print, and Specialty File Package
- 4.3: Concise Seal Usage Guide
- 4.4: Ownership and Transfer of Design Rights

\$18,000

TOTAL PROJECT COST

Schedule

While the proposed schedule provides a clear framework for completing the Town Seal Redesign, Destination by Design recognizes that timing may shift based on review periods, meeting schedules, and Town priorities. Our team will work closely with Town staff throughout the process to maintain momentum, communicate clearly, and make reasonable adjustments as needed to support the timely completion of all deliverables.



— Work Samples

Harney County, OR

Project Timeline: 2022 - Ongoing
Services Provided: County Branding, Chamber
Branding, Content Production, and Marketing Plan

Harney County, located in remote eastern Oregon, may appear as one of the emptiest areas in the continental US, but it conceals a resilient community and diverse ecosystem. Amidst the expansive high desert, mountains, and meadows, the Burns Paiute Tribe's influence fosters reverence for the land. With our branding and marketing experience, we are positioning Harney as an innovative steward of its natural resources, developing an authoritative brand voice, crafting a land ethos, promoting a new natural resource and restoration economy, while amplifying community voices, and embracing the frontier identity. The essence of the brand revolves around the elements of land, water, sky, and soul, with a focus on becoming an example of stewardship within the region and the United States.

REFERENCE

Marla Polenz

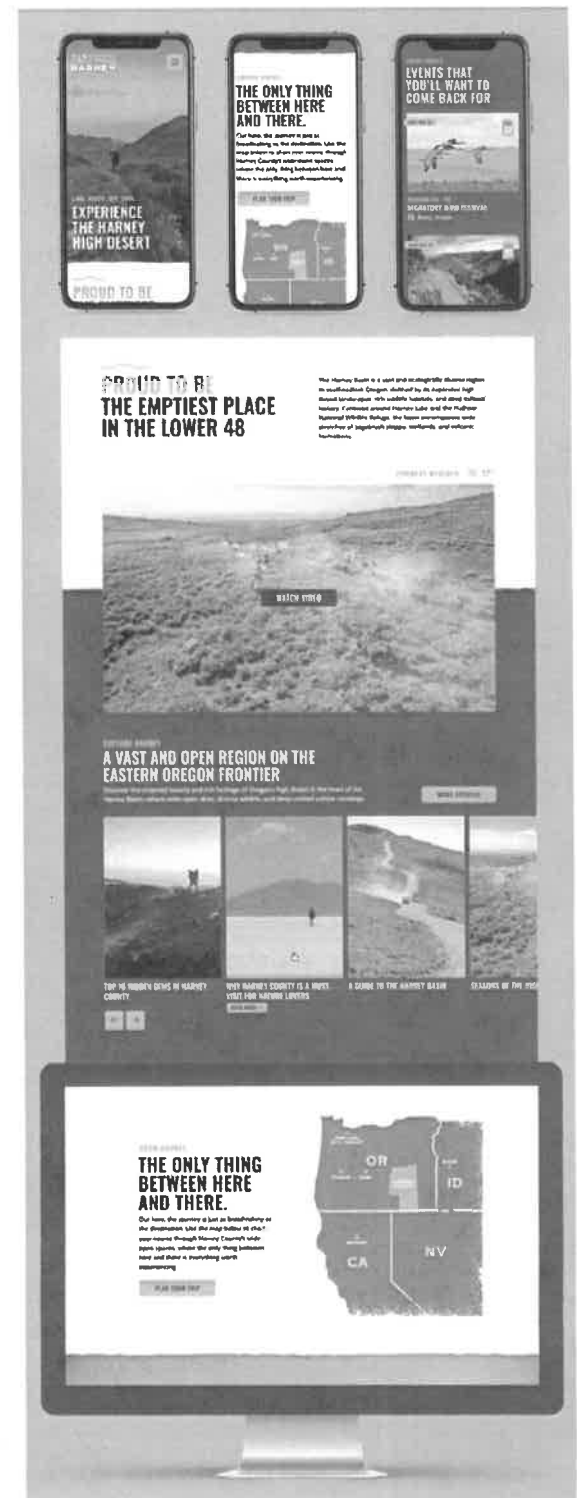
Communications Coordinator

High Desert Partnership

(541) 573-7820

marla@highdesertpartnership.org

Click for Link



City of Cleveland, TX

Municipal Branding, Brand Strategy, Logo, Messaging, and Community Engagement

Cleveland, Texas—a growing community at the edge of the Texas Piney Woods—sought a unifying brand to strengthen local identity, promote outdoor recreation, and position the city for long-term economic growth. Through an inclusive, research-driven process, we developed a strategic brand platform that reflects Cleveland's welcoming spirit, bold vision, and deep-rooted pride.

The "All Paths Lead Home" brand captures the warmth of small-town life while highlighting Cleveland's access to nature, resilient character, and entrepreneurial momentum. Drawing inspiration from its railroad heritage and cultural diversity, the brand evokes a powerful sense of belonging—anchored by the city's historic downtown, family-focused values, and proximity to Sam Houston National Forest.

The strategy now serves as a foundation for community storytelling, tourism marketing, and business attraction—equipping Cleveland with a distinctive identity that honors its past while confidently embracing the future.

REFERENCE

Emilio Levario, AICP, PCED

Director of Community Development | Cleveland, TX

(832) 599-0899

elevario@cleveland.texas.gov



City of Danville, VA

City Branding and Community Engagement

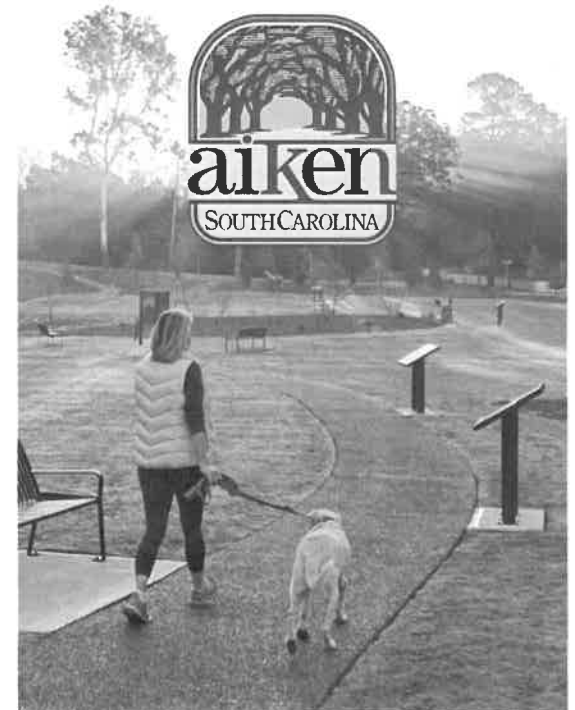
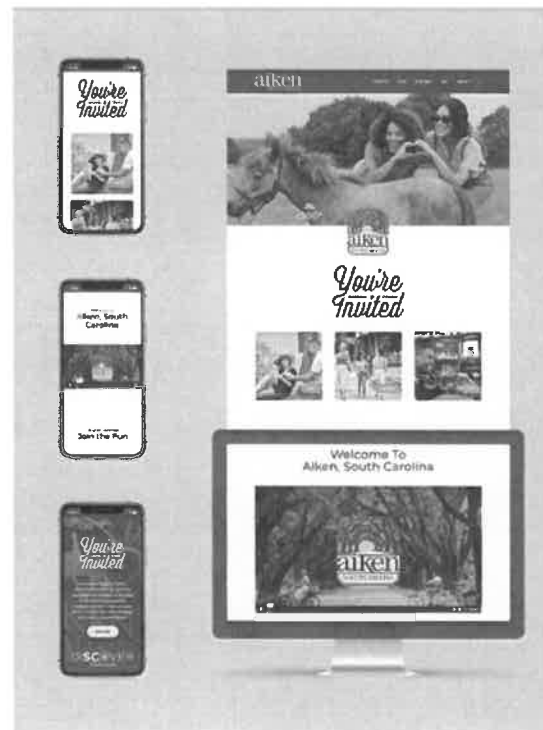
Danville, Virginia, the namesake of the Dan River, needed a reinvigorated identity to engage their community and help lead the city out of the past and into a new era. Our mission was to align it with the community's dynamic spirit, forward momentum, and abundant outdoor recreation opportunities. Through our community engagement, we uncovered a profound commitment to fostering a sense of belonging, which led to the creation of the "Danville: HOME" brand, a symbol of optimism and progress, deeply rooted in the city's unique identity. The new brand encompassing strategy, vision and mission statements, along with a redesigned logo and city seal is now being integrated across the full range of municipal departments. This comprehensive adoption ensures a unified representation of the city's ethos in every facet of its leadership. As we move into implementation and marketing, our focus remains on ensuring Danville's new brand not only resonates with residents but sets a new standard in city branding, mirroring its aspirations and values.



City of Aiken, SC

Agency of Record, Website, Destination
Brand & Marketing Campaign

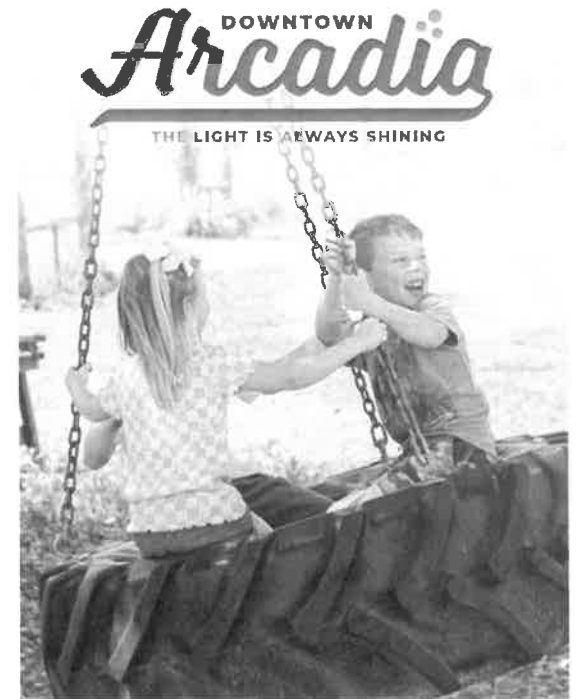
Nestled in the heart of South Carolina, Aiken is a captivating city that seamlessly blends history, charm, and modern vitality. With roots dating back to the early 19th century, Aiken is steeped in equestrian heritage, cultural diversity, and a strong sense of community—a city where visitors can explore picturesque trails, boutique shopping, diverse culinary delights, and rich history. Destination by Design (DbD) is helping shape Aiken's competitive tourism future through an inclusive brand strategy, visual identity refinement, and extensive marketing initiatives, including the development of a new website (VisitAikenSC.com), commercial content and creative production, and a comprehensive digital marketing campaign plus print advertising. These efforts have resulted in a 250% increase in web traffic, demonstrating the power of a strategic, well-executed tourism marketing approach in driving engagement and visitation.



Downtown Arcadia, FL

Destination Branding

Arcadia, Florida is a charming inland destination boasting miles of distinct historic architecture and along its Downtown Streets. They needed an identity that would distinguish the Town from larger, coastal communities and help promote the downtown district as a desirable destination for both visitors and residents of DeSoto County, Florida. Destination by Design worked with Arcadia Main Street representatives to design a Visual Brand Identity that supports their goal of making downtown Arcadia a year-round destination for all to enjoy by encouraging arts, culture and a good mix of prosperous businesses. Spanning the banks of the Peace River, the Town of Arcadia chose to focus on a visually distinct bridge as the centerpiece of their new logo, with the tagline “The Light is Always Shining” echoed in the mark’s bright lamp posts.



City of Galax, VA

Project Timeline: Sept. 2024 - Jan. 2025

Services Provided: Community Engagement, Brand Strategy, Logo and Visual Identity Design, Brand Guidelines, and Implementation Support

As part of the Galax Grows initiative, the City of Galax partnered with Destination by Design to develop a unified brand identity that celebrates the city's unique culture, creative energy, and Appalachian character. Building on the city's distinction as the "Old-Time Music Capital of the World," the brand strategy captures Galax's authentic small-town feel while positioning it as a vibrant destination for residents, entrepreneurs, and visitors alike.

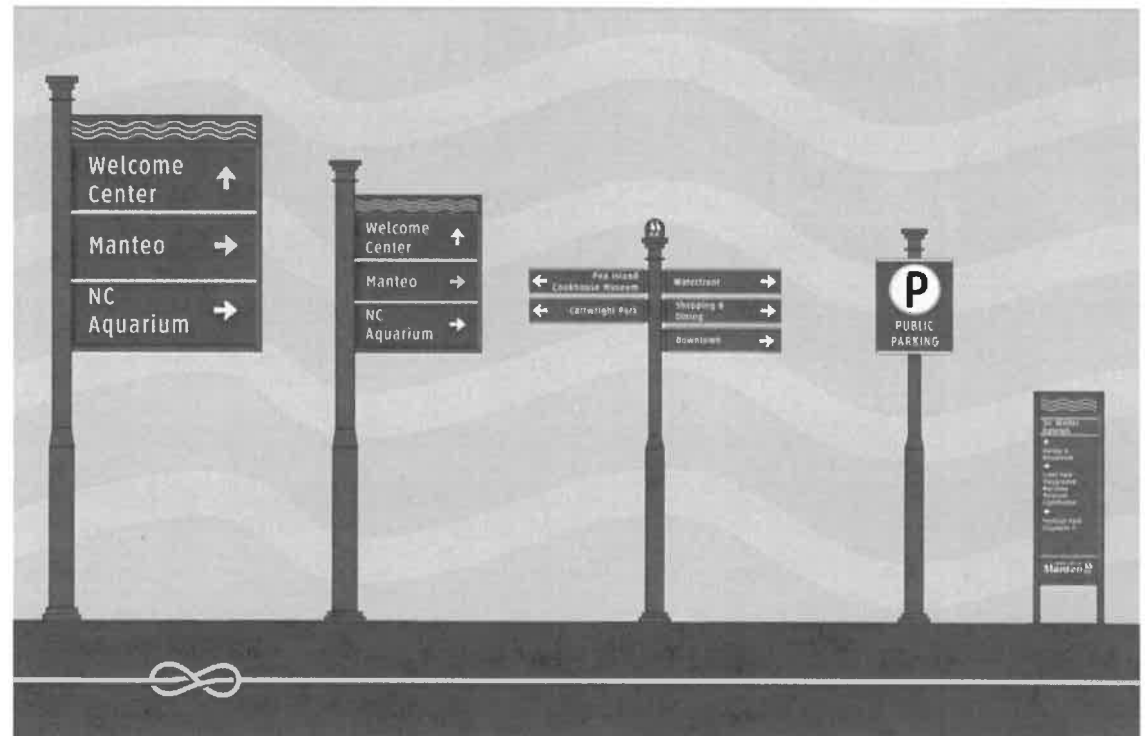
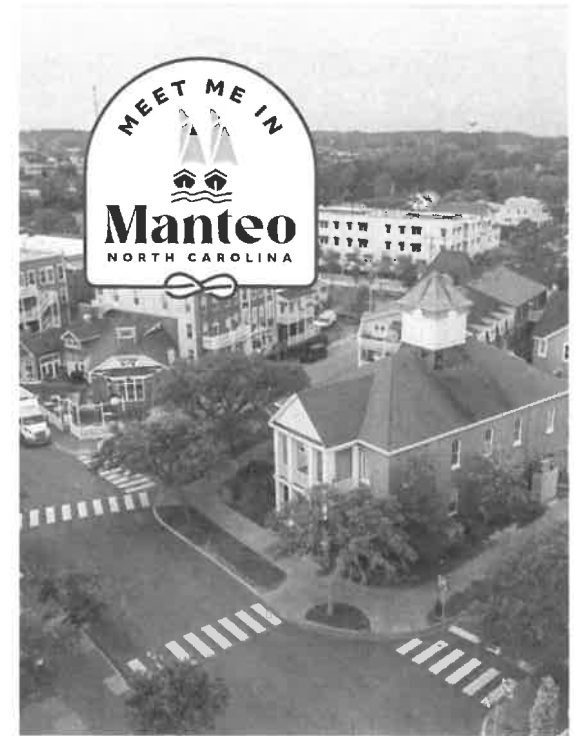
Through an inclusive process involving community workshops, stakeholder engagement, and deep discovery, Destination by Design delivered a full suite of branding services—including a comprehensive brand strategy, logo design, messaging framework, visual identity toolkit, and brand rollout planning. The resulting brand reflects Galax's timeless sense of place while supporting future growth and downtown revitalization.



Downtown Manteo, NC

Branding, Wayfinding, &
Community Engagement

DbD helped the Town of Manteo, NC to develop a brand identity for its historic downtown Main Street area. Although part of Dare County, and adjacent to the famed Outer Banks, our research determined that Manteo was in need of a distinct identity that would set them apart from this popular coastal destination. They needed to create a destination brand all their own by embracing their historic walkable downtown, wayfaring heritage, and friendly, leisurely vibe. The resulting logo mark and brand concept, Meet Me in Manteo, perfectly encapsulates this.



City of Ithaca, NY

Project Timeline: 2022–2023

Services Provided: Brand Strategy, Visual Identity Design, Place-Based Messaging, Stakeholder Collaboration, and Neighborhood Positioning

In Ithaca, a city defined by creativity, intellect, and cultural energy, Destination by Design partnered with Visum Development Group to establish a new creative district: the Neighborhood of the Arts (NOTA). Set within an emerging mixed-use environment, the project called for a brand that could both reflect Ithaca's artistic character and support long-term growth.

DbD developed a place-based brand strategy and visual identity that balanced heritage and momentum—drawing inspiration from vintage signage and graphic traditions while embracing a bold, contemporary expression. The resulting brand is approachable, energetic, and deeply rooted in local culture, providing a flexible framework for wayfinding, marketing, placemaking, and future development.

REFERENCE:

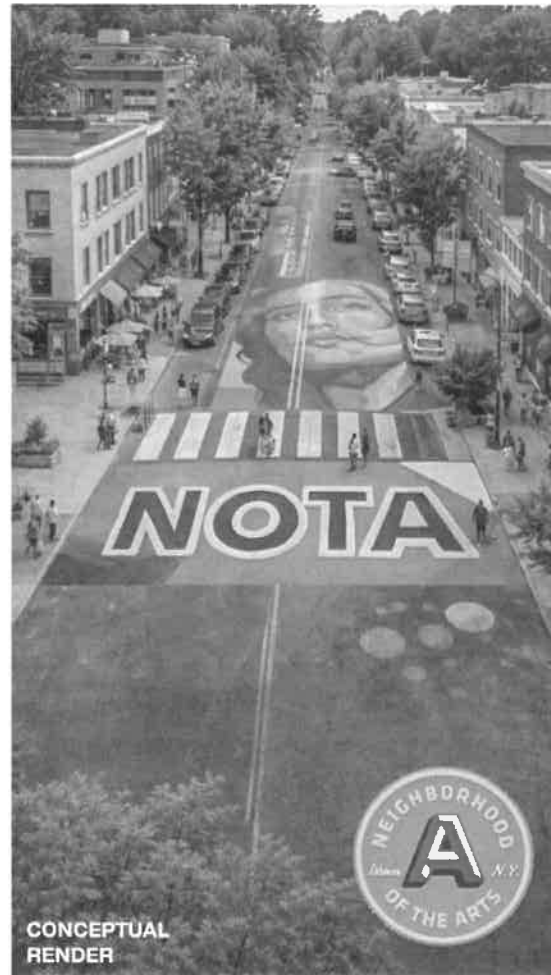
Catherine Cullen

Senior Development Associate

Visum Development Group

(607) 269-7300

catherine@visumdevelopment.com



Oak Hill, WV

Branding

As part of its downtown revitalization and community development efforts, the City of Oak Hill partnered with Destination by Design to create a new brand identity that reflects the city's role as a gateway to the New River Gorge National Park and Preserve. With a focus on capturing Oak Hill's authentic character, outdoor assets, and momentum for growth, the branding process engaged local leaders, business owners, and residents in shaping a shared vision for the city's future.



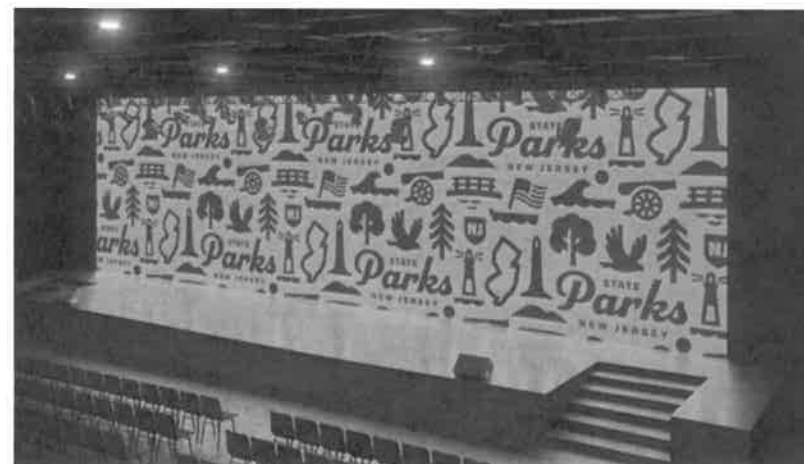
New Jersey State Parks, NJ

Destination by Design partnered with the New Jersey Division of Parks and Forestry to lead a transformative rebranding initiative for the entire New Jersey State Park System. The project began with the development of a unified brand identity for the Division—one that honors the state's natural beauty, ecological diversity, and deep cultural heritage while creating a more engaging and accessible experience for the public.

Following the successful launch of the organizational brand, the partnership expanded to include the rebranding of every individual state park, forest, and historic site across New Jersey. Through in-depth research, stakeholder engagement, and field visits, Destination by Design developed custom logos, visual identities, and signage-ready brand systems tailored to the unique story and environment of each location.

This system-wide rebranding effort ensures consistency across all communications and touchpoints while celebrating the distinct character of each park. The result is a modern, cohesive, and flexible brand family that invites all visitors to explore, connect, and discover the best of New Jersey's natural and historic treasures.

[Click for Link](#)



Visit Bath County, VA

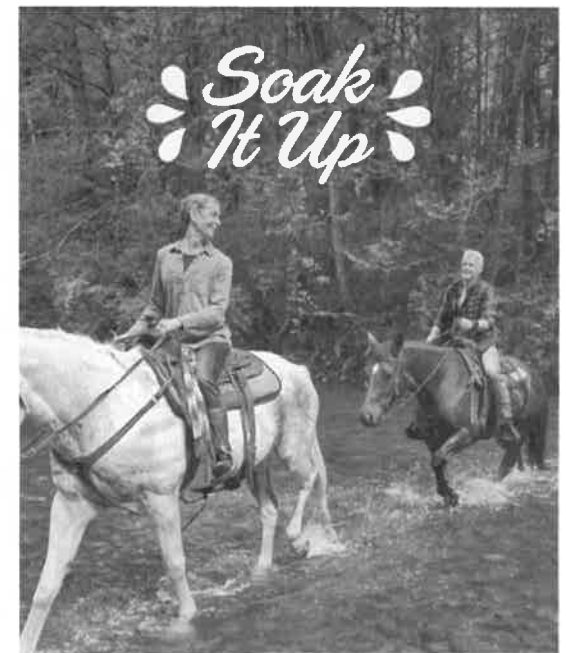
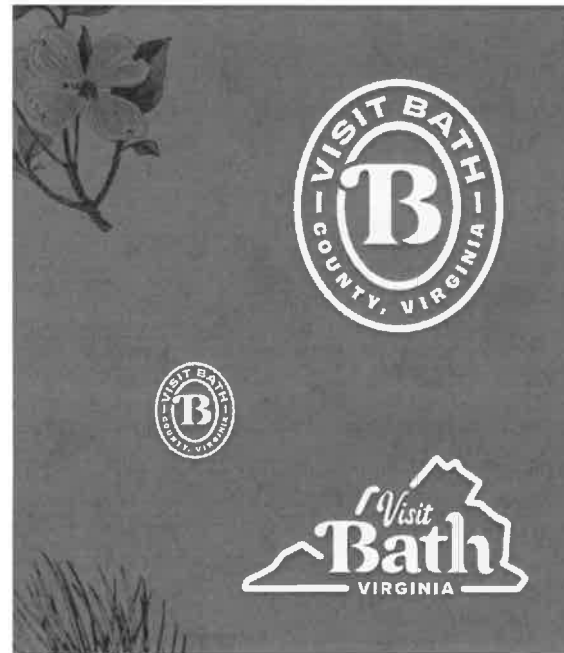
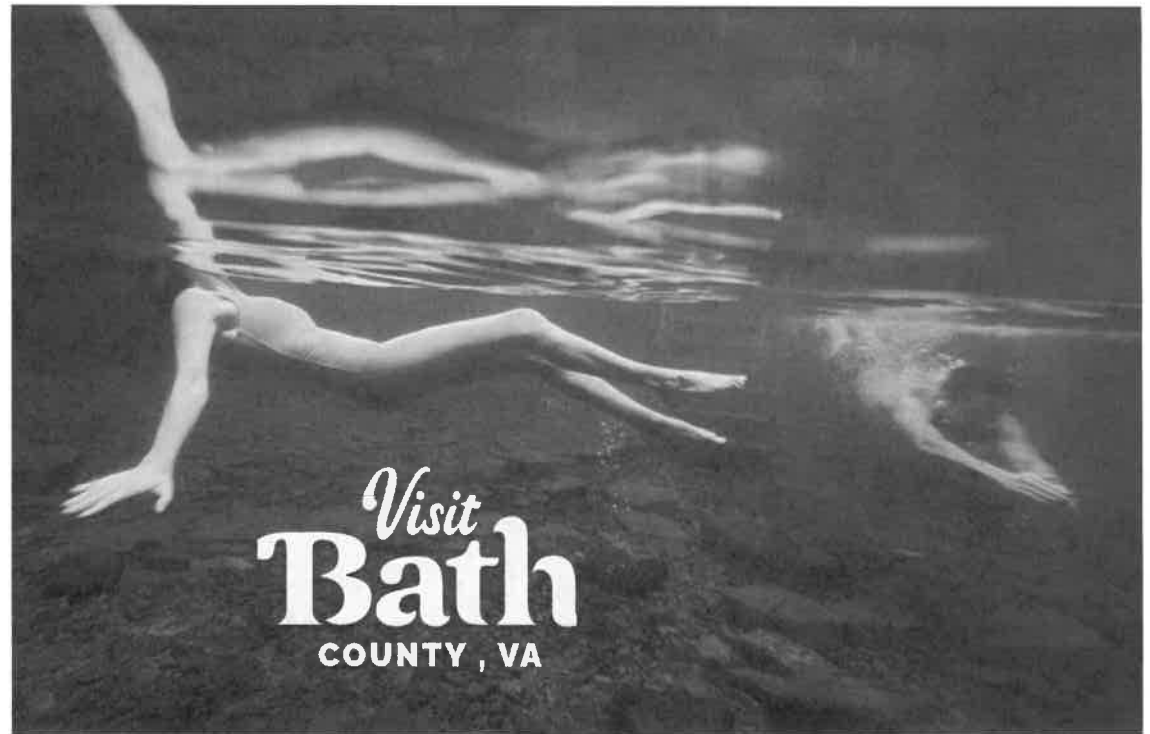
Project Timeline: 2022–2023

Services Provided: Destination Branding,
Marketing Plan, Campaign Photography, and
Community Engagement

Bath County offers a wide range of experiences—from outdoor adventure to quiet restoration—set within the Allegheny Mountains. In partnership with Visit Bath County, Destination by Design helped shape a destination identity that balances the region's natural beauty, historic character, and long-standing tradition of wellness.

Anchored by the enduring appeal of the County's natural springs, the identity positions Bath County as a restorative destination where nature, heritage, and unhurried experiences come together—inviting visitors to reconnect, recharge, and return.

[Click for Link](#)



DeSoto County, FL

Project Timeline: 2023 - 2024

Services Provided: Destination Brand, Website,
and Marketing Content

Discover the last southern wilderness, where history, landscape, and cultures merge into "FLORIDA WILD." Partnering with DeSoto County, DbD crafted a distinctive destination identity that invites adventurers to explore this inland gem and uncover a new side of Florida. We not only developed the VisitDeSoto.com and GoDeSotoFL.com websites but also created the original content that brings them to life. Together with the branding, marketing, and advertising campaigns we produced, these sites serve as the central platforms driving visitors and businesses to experience and invest in DeSoto County.

The Florida Wild campaign earned top honors from Visit Florida, receiving the 2024 Henry Award for Best Integrated Marketing Campaign.

REFERENCE

Sondra Guffey

Economic Development Director

(863) 993-4807

s.guffey@desotobocc.com

Click for Link



Winchester, VA Old Town Branding

Brand Discovery and Stakeholder Engagement, Place-Based Brand Strategy, and Logo and Visual Identity Design

As part of a comprehensive downtown revitalization effort, the City of Winchester partnered with Destination by Design to develop a bold new brand identity for Old Town that reflects its historic charm, cultural vibrancy, and forward-looking vision. Rooted in Winchester's rich heritage and evolving sense of place, the brand serves as a unifying tool to strengthen civic pride, attract visitors, and support local businesses. This place-based identity lays the foundation for future placemaking investments and reinforces Old Town as a welcoming, connected, and thriving destination in the heart of the Shenandoah Valley.



New River Gorge Towns, West Virginia

Project Timeline: 2025

Services Provided: Regional Tourism Brand

DbD helped create NRG Towns to unite the communities surrounding New River Gorge National Park and Preserve under a shared identity - "Real Towns. Unreal Adventures." The brand captures Appalachian heritage, outdoor adventure, and small-town connection, inviting visitors and residents to "Feel the NRG." A flexible visual system features adaptable logos, vibrant colors, and playful iconography, supported by a comprehensive style guide. Implementation emphasizes community-led adoption, regional collaboration, and growth through partner toolkits, storytelling campaigns, and events like NRG Towns Day. The result is a cohesive, authentic brand that builds pride, strengthens tourism, and positions the region as a premier Appalachian destination.

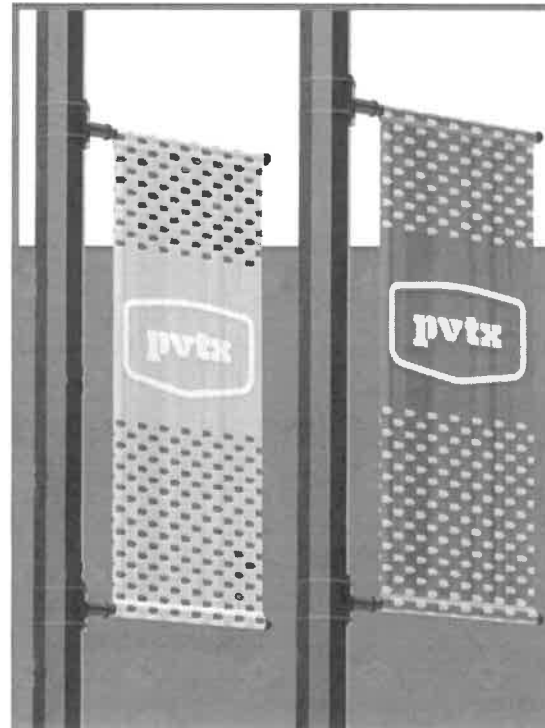


Plainview, TX CVB Brand Marketing

Tourism Branding, Marketing Plan,
and Community Engagement

Plainview, Texas—a community rapidly revitalizing its historic downtown and enhancing quality of life through park investments—sought a modern, future-focused brand to elevate its appeal as a visitor destination and highlight its unique cultural and recreational assets. Through our collaborative, research-driven approach, we developed a comprehensive branding strategy that celebrates Plainview's rich history and budding downtown arts scene.

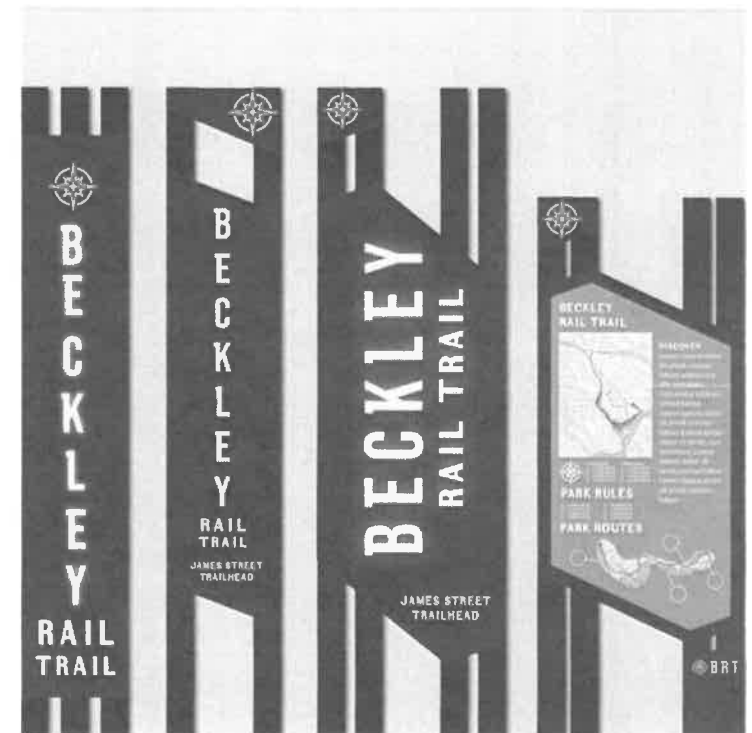
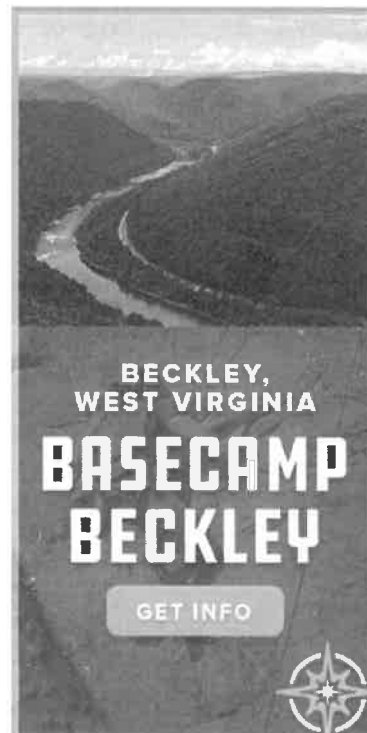
The "PVTX" brand identity was crafted to capture the city's distinct sense of place, using a memorable shorthand to foster local pride and enhance recognition among travelers exploring the Texas Panhandle. The tagline "Sky Full of Blue"—inspired by hometown legend Jimmy Dean—is now a memorable symbol of Plainview's wide-open landscapes, blue-sky adventures, and limitless opportunities for visitors to experience the Texas Panhandle.



City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

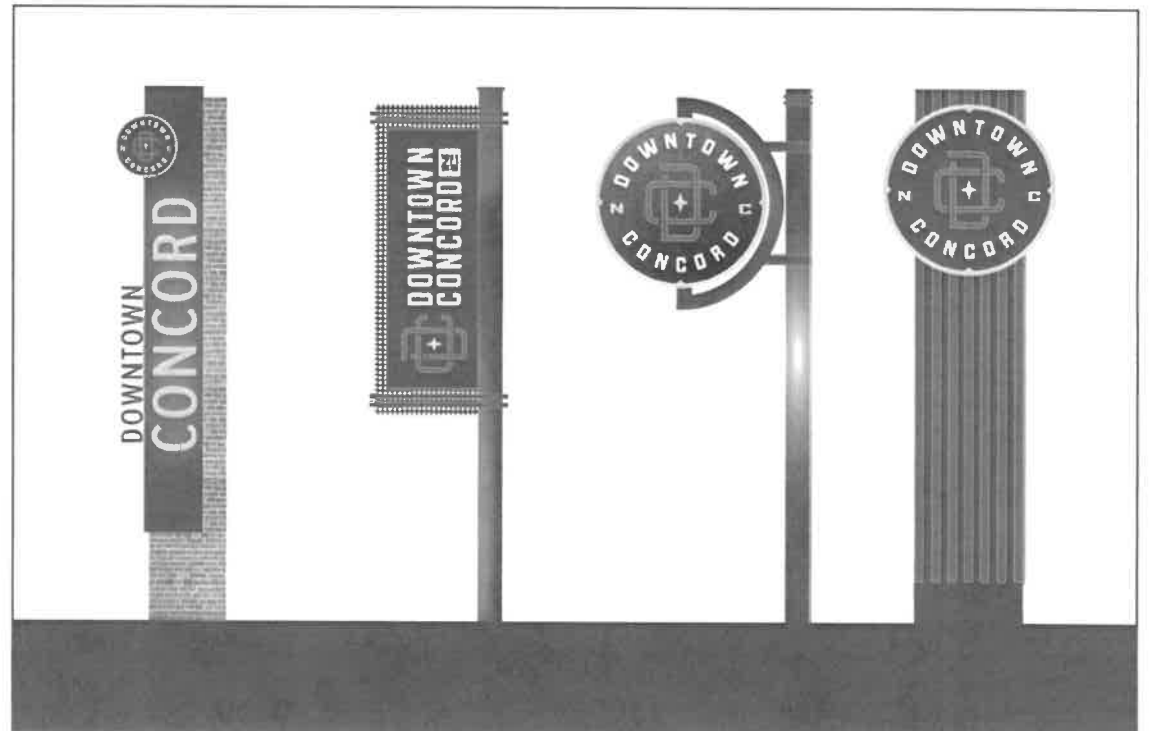
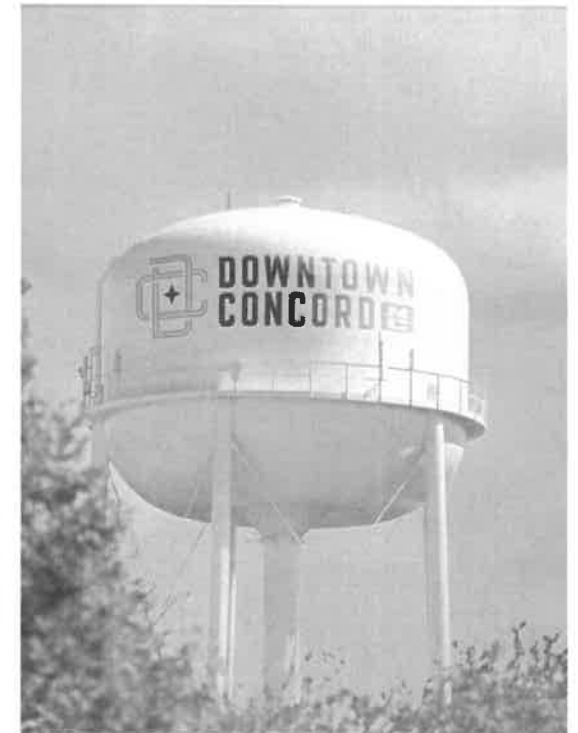
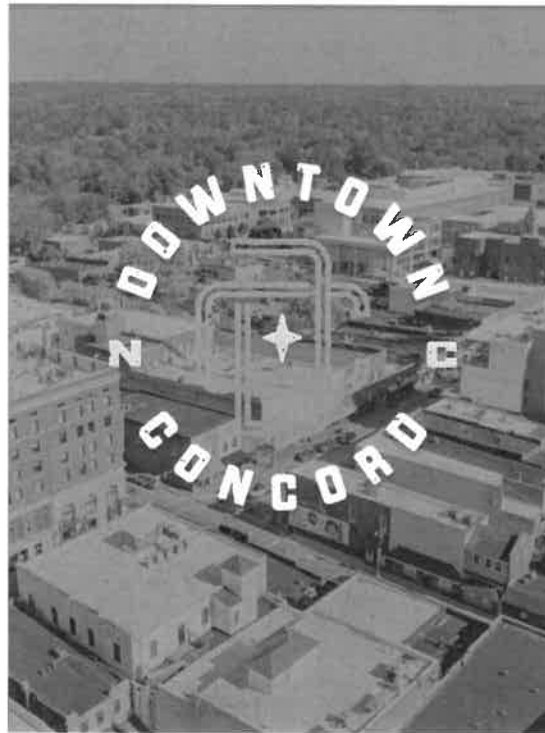
The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



Downtown Concord, NC

Destination Branding, Community
Engagement, & Wayfinding

DbD recently completed a new Brand Identity for the Concord Downtown Development Association to coincide with a massive streetscape redevelopment and main Street revitalization project. Our brand research and engagement for this project spanned the course of many months and ultimately landed on the concept, Harmony on Union, a unique tagline which ties their primary downtown thoroughfare back to the historic origins of the City's name and foundation as a community location of harmony and commerce.

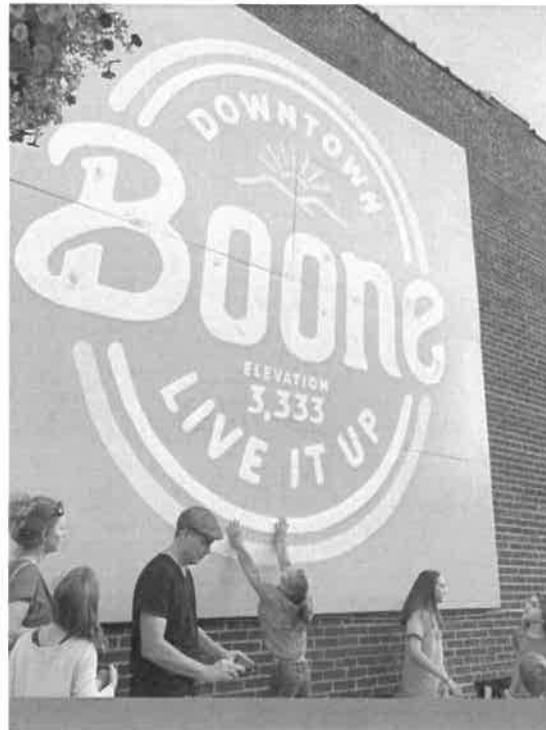


Downtown Boone, NC

DOWNTOWN BOONE DEVELOPMENT ASSOCIATION

Downtown Branding,
Community Engagement

Located in the heart of the North Carolina High Country, and one of the top leisure destinations in the state, Downtown Boone never had a visual identity to call its own. To effectively capture the imaginations of locals and visitors alike, this new brand needed to exemplify exactly why people love Downtown Boone so much. Extensive community involvement resulted in a fun, soulful expression of Boone's easy-going, mountain vibe at 3,333 feet in elevation and the perfect tagline. After all, everyone can "Live it Up" in Downtown Boone. After providing renderings and recommendations for a mural in downtown, the project culminated with a fun-filled mural reveal.



Let's Get
Started.



828-386-1866

zach@dbdplanning.com

Monday-Friday

9:00am-5:00pm

RFP

June 11, 2026

Town of Pound Ridge

Town Seal Design

Prepared by:



Letter of Intent

Q+M is pleased to submit our proposal in response to the RFP issued by the Town of Pound Ridge for Town Seal Design.

Enclosed you will find all the required information and documentation as outlined in the RFP. This includes: detailed information about our agency, experience, proposed approach to the project, and fee structure. Q+M team is excited about the opportunity to work with you and is committed to delivering results above and beyond expectations, on time, and within budget.

Thank you for considering our proposal. If you have any questions or require additional information, please do not hesitate to contact us.

Sincerely,



Al McWilliams, President

Q+M
A division of American Eagle Co. Inc.
Michigan Corporation
Established: 2003

EIN: 382152616
WA State UBI Number: 604253283

Years in Business: 23

Al McWilliams, President
320 S Main Street, Suite A
Ann Arbor, MI 48104
Phone: 734-272-5956
Email: al@gandm.agency

ANN ARBOR
320 S Main Street Suite A
Ann Arbor, MI 48104
Phone: 734-272-5956

LOS ANGELES
1314 W. Glenoaks Blvd. STE. 106
Glendale, CA 91201

Firm Background

Q+M was founded in 2003 in Ann Arbor, MI. Now, with offices and staff all over the US Q+M specializes in planning and executing innovative campaigns, brands and communication support for libraries, colleges, cities, counties, and other public entities all over the country. Our 20+ year history with both public and private clients gives Q+M **broad, cross-industry insights** that power the outstanding results of our work. Our team of 12 has extensive experience in transportation, civic, DDAs, education and non-profit organizations across the US and abroad. Q+M serves as the main communication agency, manages campaigns, creates brands, marketing plans, millage education and outreach, videos, marketing materials, photography libraries—even television shows—for **100s of clients for over 20 years**.

Q+M will deliver the stable, reliable service you need as a public institution without sacrificing the fun, unique presentation that your audience requires. *That* is our special skill.

Some Recent Projects include:

- **Canton MI DDA:** Rebrand, Strategic Marketing Support & AOR
 - **City of Issaquah, WA:** Parks and Recreation design and marketing
 - **Ann Arbor Main Street:** Rebrand
 - **Independence Township, MI:** Rebrand
 - **City of Ferndale:** Business development brand, parking development brand
 - **Ann Arbor Area Transportation Authority (TheRide):** Design, Media, Creative and Communication Services
 - **Michigan Potato Commission:** AOR
 - **SMART (Metro Detroit public transportation):** Recruitment Marketing
-

Why Q+M

Public and Private: Q+M serves about 50/50 public and private clients, which is crucial to deliver the communication and marketing your audience expects. Creativity, engagement and return standards should match those of private corporations. You're not *competing* with Nike, but you *are* competing with Nike for attention, and your audience lives in a world with Nike and Apple. Q+M develops strategies, media plans and creative executions that function in the modern landscape, standing shoulder to shoulder with your commercial counterparts while carefully navigating the nuances of public entities, governance and community perception.

Powerhouse: With Q+M you're getting a **global agency partner**. We have clients all over the US and abroad that afford us insights that other agencies our size cannot achieve. We have access to the big data, systems and infrastructure of a large agency while maintaining the client service level and creativity of a boutique firm.

Exceptional Service: No revision limits, no budget overages, no missed deadlines. Q+M's business model is based on client satisfaction. Every project, campaign and deliverable under this contract will be done well without additional charges, hourly overages or limits to rounds of revisions – even when it's your fault, or you just changed your mind. That's fine, we'll do it.

Efficient and effective: we can make big things happen with fewer resources. Q+M is a lean agency with a highly experienced staff and extremely low turnover. This translates into efficiency as our team functions fluidly and communication is seamless.

Modern agency compensation: We bill differently. We manage the NTE costs of every project and campaign and deliver to satisfaction and success. We have never billed over a quote in over 23 years and we aren't going to start now. Additionally, we don't bill commissions or markups on media or purchased items and services. Any media outlet commission we receive is passed through to our clients as a discount. This is crucially important as we work for you not the media companies.

Creative and Media Together: The modern media landscape is complex and constantly changing. The days of strategy, media and creative being developed independently are over. Q+M creative and media teams build campaigns together at the same table (literally). It allows us to develop better creative as we know the delivery opportunities. We know the technical details. We know what's possible within our budget and parameters.

Experience and References

Canton, MI

Contact: Gavin Beckford, *Economic Development and DDA Manager*

Email: gavin.beckford@cantonmi.gov

Phone: 734-394-5360

Project Title: Rebrand / Canton Ford Road

Services Provided: Marketing plan, branding, graphic design, website design and development, videography, photography

Dates of Service: March 2024—Present



 **Ford Road District, Canton** Sponsored ·  

The Canton DDA, along with the township is excited to share with you a new resource for your business! Log in to the new business portal to create your account, update your information, and get access to promotional tools and the District resources.



fordroaddistrict.com
Visit FordRoadDistrict.com for More Details [Learn more](#)

Sponsored

 **Ford Road District**
www.fordroaddistrict.com/

Business is Booming in Canton - Welcome to Ford Road District

Log in to a new resource for your business in the Ford Road District. Log in to the new Ford Road District website for new resources to grow your business. Access Business Resources. Boost Local Presence. Request Marketing Tools. Submit Business Promos.

[Request Promo Materials](#) [Access Business Port](#)

Sponsored

 **Ford Road District**
www.fordroaddistrict.com/

The Ford Road District, Canton - Welcome to Ford Road District

Log in to a new resource for your business in the Ford Road District. The Ford Road District is rolling out more support for the dynamic businesses of Canton. Submit Business Promos. Access Business Resources. Boost Local Presence.

[Order City Branded Swag](#) [Access Business Port](#)

Sponsored

 **Ford Road District**
www.fordroaddistrict.com/

Enjoy the Ford Road District - Visit the Ford Road District

Check out what's new in the Ford Road District. Visit FordRoadDistrict.com. Explore everything Canton has to offer in the new Ford Road District. Shop Local This Season. Fun for the Whole Family. Visit Ford Road District.

[Discover Top Restaurants](#) [Upcoming Events](#)

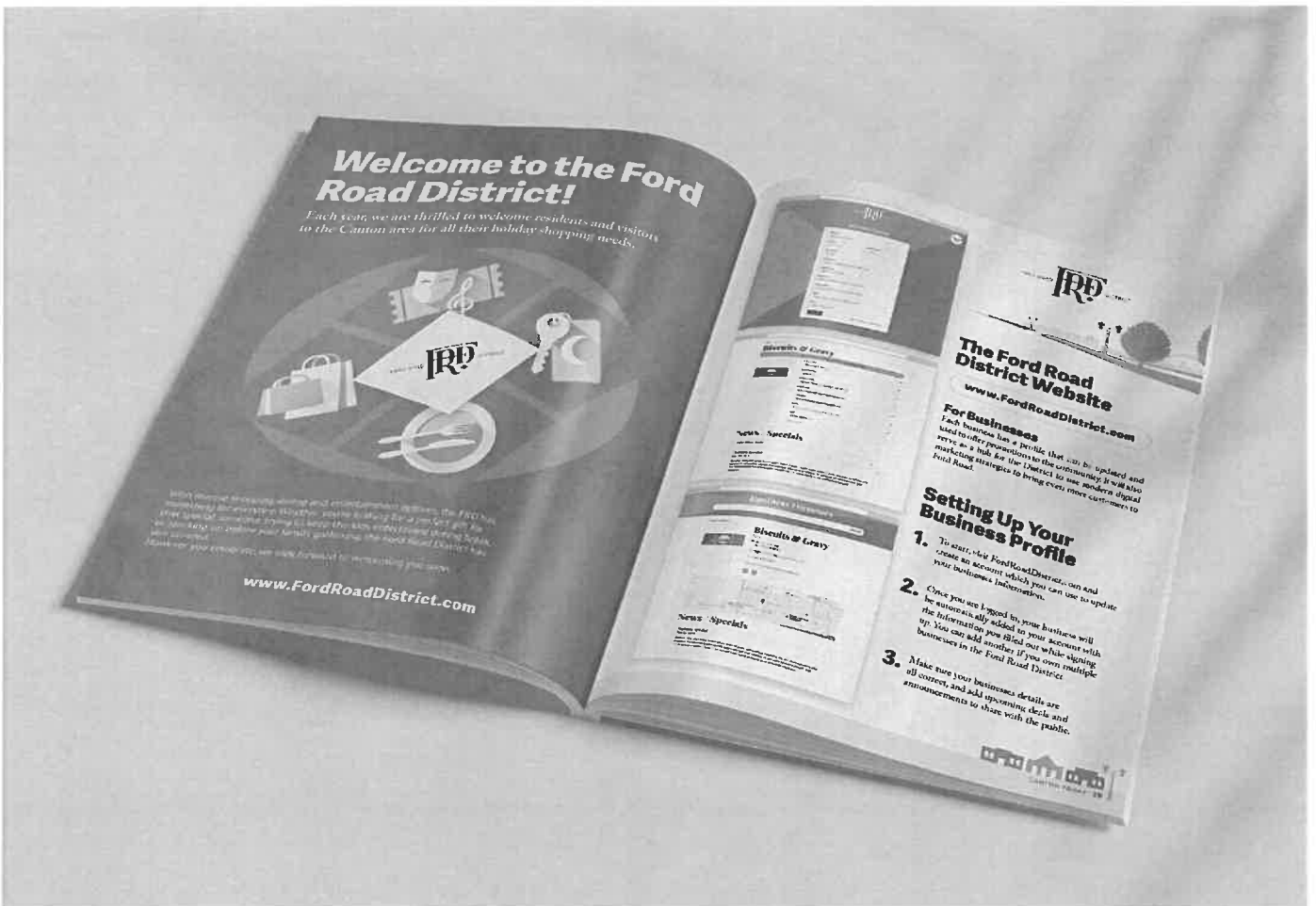
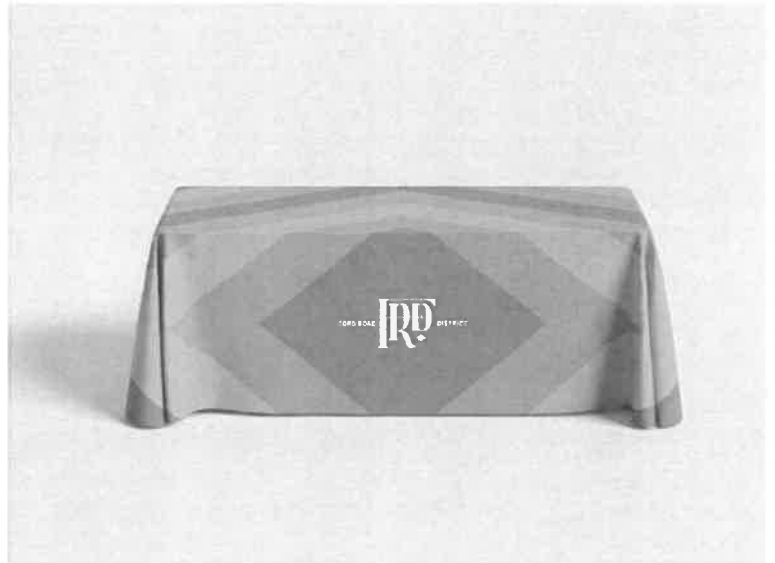
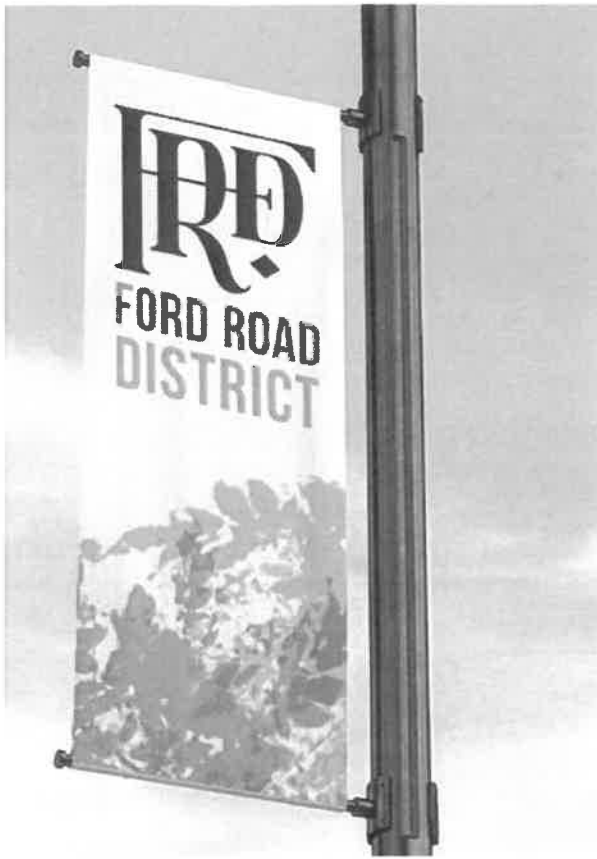
Sponsored

 **Ford Road District**
www.fordroaddistrict.com/

Explore the Ford Road District - Ford Road District, Canton

Explore everything Canton has to offer in the new Ford Road District. Visit FordRoadDistrict.com for information and exclusive deals in the Ford Road District. Visit Ford Road District.

[Local Deals & Offers](#) [Upcoming Events](#)



Experience and References

MSAA, Main Street Ann Arbor

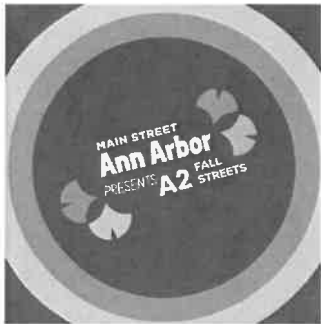
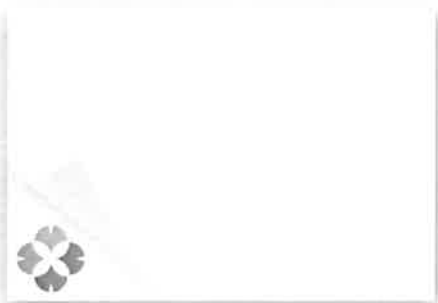
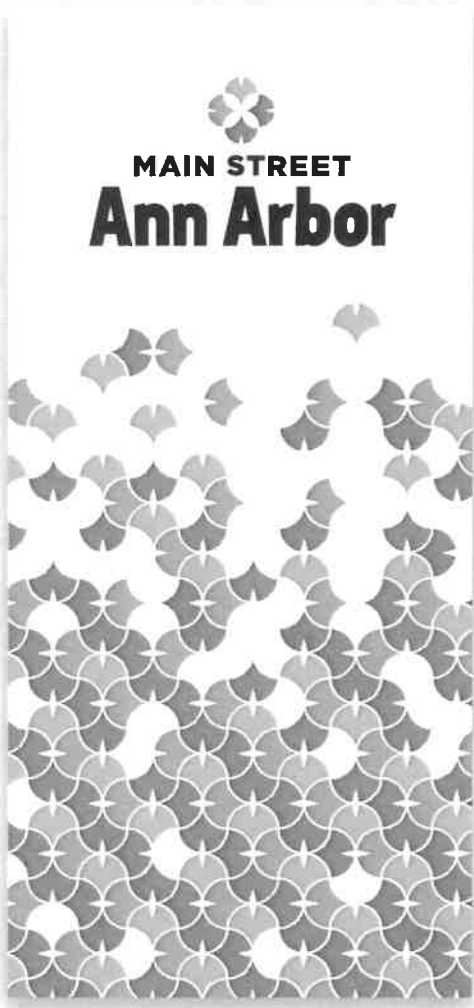
Contact: Tom Murray, President

Phone: 734-904-1390

Project: Logo and Brand Development

Services Provided: Brand design and creation of branding guidelines, social media design/assets

Dates of Service: January–September 2020



Experience and References

Issaquah WA Parks and Recreation Department

Contact: Thomas Rush, *Communications Manager*

Email: thomasr@issaquahwa.gov

Phone: 425-837-3013

Services Provided: Graphic design, Recreation Guide design, various design for social media and print/digital collateral

Dates of Service: July 2018–Present



Experience and References

City of Ferndale, MI

Contact: Kara Sokol, *Director of Marketing and Communications*

Email: ksokol@ferndalemi.gov

Phone: (248) 546-2501

Services Provided: Marketing plan, graphic design, logo and branding, website design and development, videography, photography

Dates of Service: March 2017–Present



Process

Q+M's extensive experience in developing brands for public entities means we know this project isn't just the deliverables. Our process for branding work with large stakeholder groups has been improved over 20+ years to ensure buy-in from staff and the community. Your team doesn't all have the same color couch at home. This process is designed to align decision makers and stakeholders along objective principles to produce a brand that achieves the goals of the town.

Kickoff

- In-person kick-off meeting with the project team to include discussion of
 - Goals for the near and long term, any internal or external KPI
 - Key issues and opportunities
 - Key stakeholders and influencers
 - Key audiences
 - Review of current and past branding efforts and the success
 - How the organization fits into the larger community/industry
 - What success looks like for the project
-

Client onboarding

- Technical onboarding, server and file access
 - Billing setup
 - Communication protocol
 - Software and systems setup and integration
-

Researching existing information: We will conduct a thorough review of existing documents and information including:

- Master Plans and any guiding documents
 - Stakeholder comments
 - Town guiding principles, core values & mission
 - Existing market research & Demographic data
 - Effectiveness of the current graphic, visual and message elements
 - Issue identification: "what can a brand solve?"
 - Aspirational brands review
-

Seal Development

Q+M starts the creative concept process with our internal team. The brand and design team will generate basic written/visual concepts. We typically arrive at a broad spectrum of initial ideas, from straightforward to more out-there. Each concept is accompanied by explanatory text outlining why we made certain decisions and where the concept is coming from. These notes help clarify and enhance understanding of the initial concepts.

For this project we will have two independent creative teams develop brands at this initial phase. This will offer the greatest range of creative interpretations for your team and/or community to review.

We'll present a minimum of three (3) visual and messaging concepts (usually more like 5 or 6) *in person* with all primary decision makers in the room. This is important for the buy-in process on the new brand. Q+M will run this meeting using our process developed over 20-years of creative endeavors with large stakeholder groups – this can get hard. We know how to make it as smooth as possible, but you should expect this to be a process. You'll be making creative decisions with a large group of people who don't have the same color drapes at home; our process is designed to get to a *successful brand* and make sure your team remain friends.

Each visual presentation will be accompanied by a detailed description of the decisions we made, supporting evidence and reasoning, examples of the designs used in context, and some context of additional messaging/strategy.

Process

Step by Step:

- Two separate design teams create a broad range of initial visual and design concepts
 - Q+M creative teams review and revise into at least three but often five initial concepts.
 - Develop presentation with detailed explanations to the *why* of each concept.
 - Mock up each concept on various common town elements for ease of review
-

Internal review and revisions

- Initial concept presentation: Q+M always presents new creative *in person*. It is crucially important to the success of the brand process to have the entire core team and decisions makers in the initial presentation. This is a creative process, with varying tastes across the team and stakeholder group. We've developed our process over 20 years to help boards, commissions, cities, counties arrive at a successful brands.
 - Initial revisions: at this point we can select one direction, pull ideas from a few and combine, or completely start over. *There is no limit to rounds of revisions, and we are not done working until we arrive at a successful brand.* There is no additional cost or overage billed.
 - Review Microsite: Initial concepts and revised concepts will be posted with feedback forms on the microsite. This can be opened up to wider groups, the public, or kept to the internal team.
 - Community Draft review (if desired): Option to open up microsite to the public for brand review and feedback.
-

Final Seal

- Compile all feedback into final brand and messaging
 - Final presentation to internal team and/or town officials
-

Seal Development Deliverables

- Review with community and stakeholder groups
- Final Brand & messaging/voice concept
 - Delivered in all needed formats
 - Lockups, modifications, formats and usage
 - Typeface
 - PDF and Microsite samples / mockups of common elements
 - Digital Assets and Templates for social media, outreach, presentations and signage
- Draft brand book to staff and stakeholders for feedback
 - PDF and Microsite
- Revisions based on feedback
- Final brand book
 - Convert review microsite into media kit

Project Management

Amanda Brandyberry and Al McWilliams will directly manage the account. Q+M’s ability to efficiently, accurately and quickly execute marketing operations is core to our existence for 23 years.

We always have at least two managers up-to-date on all campaigns to avoid any lapse in continuity for illness, vacation or other unavailability.

Key Activities:

- Weekly coordination meetings
- Meeting agendas, minutes and task-out after meetings.
- Daily availability / primary contact
- File and Asset system organization
- Setup and issue permissions (Google Workspace)
- Version control
- Clearance and Compliance
- Reports and Scheduling
- Annual project calendar
- Budget planning and reporting
- Timeline development and updating
- Resource allocation and task distribution
- Task direction
- KPI reports (variable for campaign/project)
- Turnover approvals/onboarding (if any... it's rare here).

Cost

Q+M’s employs a modern, transparent and extremely efficient approach to agency compensation. This may be a different fee structure than other bidders, but we achieve better work, faster, for less cost through this model.

1. Q+M has provided a firm-quote below. We do not bill hourly overages. We do not bill over quote, ever (even if it’s your fault).
2. No limits to revisions: we keep working until we have a successful project. There is no limit to revisions/rounds and there is no additional cost above our quote.
3. We do not bill for travel time.
4. All-inclusive services: all agency services are included in our quotes and rates.
5. All-inclusive rates: all expenses are included in our rates and are never billed separately, including travel.
6. All quotes are guaranteed for the lifetime of the contract or project.

Quote for all deliverables: \$23,000

CLAIM

TOWN OF POUND RIDGE
POUND RIDGE NY 10576



PURCHASE ORDER NO.:

DATE: 6/23/2026

CLAIMANT'S
NAME
AND
ADDRESS

Susan Davidson
93 Old Mill River Road
Pound Ridge, NY 10576

VENDOR #:

999999

APPROPRIATION	AMOUNT	VOUCHER #
T-31-3102	\$2,000.00	
TOTAL	\$2,000.00	

DATES	DESCRIPTION OF MATERIALS OR SERVICES	QUANTITY	UNIT PRICE	AMOUNT
6/23/2026	Release of Bond #2025-97	1	\$2,000.00	\$2,000.00
	\$2,000 held by the Town for the WCC			\$0.00
	for property located a 93 Old Mill River Road			\$0.00
				\$0.00
				\$0.00
	Conditions of wetlands permit have been completed and			\$0.00
	the inspection of the project was satisfactory.			\$0.00
				\$0.00
				\$0.00
				\$0.00
			TOTAL	\$2,000.00

CLAIMANT'S CERTIFICATION

I, _____, certify that the above account in the amount of \$2,000.00 is true and correct; that the items, services, and disbursements charged were rendered to or for the town on the dates stated; that no part has been paid or satisfied; that taxes, from which the municipality is exempt, are not included; and that the amount claimed is actually due.

date

signature

title

SPACE BELOW FOR TOWN USE

DEPARTMENT APPROVAL

The above services or materials were rendered or furnished to the town on the dates stated and the charges are correct.

date

authorized official

APPROVAL FOR PAYMENT

This claim is approved and ordered paid from the appropriations indicated above.

BEST



**JAMES T. BEST
ARCHITECT +
ASSOCIATES**

P.O. BOX 240
POUND RIDGE,
N.Y. 10576
(914) 7648889
FAX 7648887
james@jamesbestarchitecture.com

JAMES T. BEST, AIA
www.jamesbestarchitecture.com

June 15, 2026

Jim Perry
Building Inspector
Town of Pound Ridge
179 Westchester Avenue
Pound Ridge, NY 10576

Re: WCC Bond Release for:
@ **93 Old Mill River Road**
Pound Ridge, NY

Dear Mr. Perry:

This letter is to confirm that all of the work completed at the Davidson Residence located at 93 Old Mill River Road was done to the specifications of the Water Control Commission.

Please proceed with the process of releasing their \$2,000 bond.

Thank you.

Sincerely,

James T. Best
James T. Best Architect + Associates

6/23/24
OK per Jim Perry
9824-41.1-1
Bond # 2025-97

Christeen Dur

From: James Best <james@jamesbestarchitecture.com>
Sent: Monday, June 15, 2026 12:14 PM
To: Christeen Dur
Subject: Re: 93 Old Mill River Road - WWC Bond Release

93 Old Mill River Road
Susan Davidson
Thanks!

James T. Best
James T. Best Architect + Associates
PO Box 240
Pound Ridge, NY 10576
Phone: 914.764.8889
Cell: 914.391.8182
james@jamesbestarchitecture.com

From: Christeen Dur <cdur@townofpoundridge.gov>
Sent: Monday, 15 June 2026 11:28:16
To: James Best <james@jamesbestarchitecture.com>
Subject: FW: 93 Old Mill River Road - WWC Bond Release

Hi James

I received your letter from Jim.

Please reply to this email to confirm who the check should be made payable to and where it should be mailed. I will submit this for the next town board meeting on July 7.

Thanks. Christeen

From: Jim Perry <jperry@townofpoundridge.gov>
Sent: Monday, June 15, 2026 11:01 AM
To: Christeen Dur <cdur@townofpoundridge.gov>
Subject: FW: 93 Old Mill River Road - WWC Bond Release

From: James Best <james@jamesbestarchitecture.com>
Sent: Monday, June 15, 2026 10:32 AM
To: Jim Perry <jperry@townofpoundridge.gov>
Cc: Susan Davidson <susan@wshcnv.com>
Subject: 93 Old Mill River Road - WWC Bond Release

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Jim:

Please see attached letter requesting the release of the Bond for the Davidson project at 93 Old Mill River Road.

Thanks you.

James

James T. Best
James T. Best Architect + Associates
PO Box 240
Pound Ridge, NY 10576
Phone: 914.764.8889
Cell: 914.391.8182
Email: james@jamesbestarchitecture.com
www.jamesbestarchitecture.com

IMPORTANT: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the sender and delete it from your system.

CLAIM

TOWN OF POUND RIDGE
POUND RIDGE NY 10576



PURCHASE ORDER NO.:

DATE: 6/28/2026

CLAIMANT'S

**NAME
AND
ADDRESS**

Westchester Land Trust
 403 Harris Road
 Bedford Hills, NY 10507

VENDOR #:

999999

APPROPRIATION	AMOUNT	VOUCHER #
T-31-3102	\$2,000.00	
TOTAL	\$2,000.00	

DATES	DESCRIPTION OF MATERIALS OR SERVICES	QUANTITY	UNIT PRICE	AMOUNT
6/28/2026	Release of Bond from approval on July 9, 2025	1	\$2,000.00	\$2,000.00
	\$2,000 held by the Town for the WCC			\$0.00
	for property Zofnass Family Preserve on Upper Shad			\$0.00
				\$0.00
				\$0.00
	Conditions of wetlands permit have been completed and			\$0.00
	the inspection of the project was satisfactory.			\$0.00
				\$0.00
	Please mail check to the address list above.			\$0.00
				\$0.00
			TOTAL	\$2,000.00

CLAIMANT'S CERTIFICATION

I, _____, certify that the above account in the amount of \$2,000.00 is true and correct; that the items, services, and disbursements charged were rendered to or for the town on the dates stated; that no part has been paid or satisfied; that taxes, from which the municipality is exempt, are not included; and that the amount claimed is actually due.

date

signature

title

SPACE BELOW FOR TOWN USE

DEPARTMENT APPROVAL

The above services or materials were rendered or furnished to the town on the dates stated and the charges are correct.

6/28/26

date

Christie C. B. Davis

authorized official

WCC Admin

APPROVAL FOR PAYMENT

This claim is approved and ordered paid from the appropriations indicated above.

Christeen Dur

From: Janelle Robbins <janelle@westchesterlandtrust.org>
Sent: Friday, June 26, 2026 12:45 PM
To: Jim Perry
Cc: Christeen Dur; Alvaro Larrain; Ben Kleist
Subject: Upper Shad Parking Area/Letter of Completion
Attachments: Letter of Completion - 2026-06-26.pdf

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Jim,

Thank you for your time this afternoon at the Upper Shad parking area. We are so pleased to consider this project completed!

As requested, please see the attached letter.

And as discussed, we plan to install a split-rail fence around the rain garden to deter anyone from driving through it. In the meantime, we will leave the cones in place. You noted that we do not need a permit for this fence.

Thank you and have a wonderful weekend,
Janelle

Janelle Robbins (she/her)
Vice President of Conservation
Westchester Land Trust
403 Harris Road, Bedford Hills, New York 10507
Ph. 914.234.6992 ext. 16



Mr. James Perry, Building Inspector
Town of Pound Ridge
179 Westchester Avenue
Pound Ridge, New York 10576

June 26, 2026

via e-mail: jperry@townofpoundridge.gov

Dear Mr. Perry,

As discussed at the final site inspection on June 26, 2026, the improvements to the Upper Shad Parking Area at the Westchester Wilderness Walk / Zofnass Family Preserve are completed.

The as-builts and a Certificate of Completion for our Water Control Commission permit were submitted to your department via email.

The \$2,000.00 bond may be returned to:

Westchester Land Trust
403 Harris Road
Bedford Hills, New York 10507

Thank you for your assistance with this project.

Sincerely,

Janelle H. Robbins, LEED AP
Vice President of Construction

June 26
OK per
Jim Perry

Cc : Alvaro Larrain, A2L Engineering aalarrain@a2Lengineering.com
Christeen Dur, Town of Pound Ridge, cdur@townofpoundridge.gov