



HERNDON YOUTH ADVISORY COMMITTEE REGULAR MEETING AGENDA

Herndon Community Center (Room 3)
814 Ferndale Avenue, Herndon, VA 20170

Thursday, March 20, 2025 | 6:00 PM

- 1. Call to Order**
- 2. Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Committee Members
- 3. Approval of Minutes**
 - a. December 5, 2024 Meeting Minutes
- 4. Discussion**
 - a. Programs at the Herndon Community Center - Bob Williams, Director of Parks and Recreation
 - b. Update on the Town Brand - Anne Papa, Chief Communications Officer
- 5. Adjournment**



**Herndon Youth Advisory
Committee
Regular Meeting
Agenda Item 3.a.**

Agenda Item: December 5, 2024 Meeting Minutes

Meeting Date: March 20, 2025

Category: Approval of Minutes

Prepared by: Amanda Kertz, Acting Town Clerk

Description:

This is a request to approve the December 4, 2024, Herndon Youth Advisory Committee (HYAC) Regular Meeting Minutes.

Background:

N/A

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

Recommend approval as presented.

Attachments:

1. December 5, 2024, Draft HYAC Meeting Minutes

**HERNDON YOUTH ADVISORY COMMITTEE
Regular Meeting Minutes
Thursday, December 5, 2024**

1. Call to Order

Co-Chair Contreras called the December 5, 2024, Herndon Youth Advisory Committee regular meeting to order at 5:09 p.m. in the Herndon Community Center, 814 Ferndale Avenue, Herndon, Virginia. In attendance were: Co-Chairs for the December 5, 2024 meeting: Daniela Contreras and Adrianna Rideout; Committee Members Joe Aksu, Zach Calsetta, Zoe Kimsey, Claire O'Connor, Rexford Richardson, and Autumn Smith; and Vice Mayor Clark Hedrick, Town Council Liaison (arrived at 5:10 p.m.)

Committee Members Ethan Fabro, Stanley Joseph, Emilia Korsvall, Natalie Nossal, and Prisha Sharma, were absent.

Determination of a Quorum

Co-Chair Contreras determined there was a quorum, with eight Committee Members present. Committee Members Fabro, Jospeh, Korsvall, Nossal, and Sharma were absent.

2. Comments from the Committee

There were no comments from the Committee Members.

Vice Mayor Clark Hedrick: provided information on the following upcoming events: (1) Saturday, December 7, several events in downtown Herndon, including: Holiday Homes Tour, Model Train Display and Caboose Open House, and the Holiday Tree Lighting and Sing-Along; (2) on Sunday, December 8, Holiday Arts and Crafts Show at the Herndon Community Center; (3) on Saturday, December 14, Holiday WinterMarkt and Wreaths Across America at Chestnut Grove Cemetery; and (4) the Town offices will closed at noon on Tuesday, December 24, and will be closed all day on Wednesday, December 25 in observance of the Christmas Holiday.

3. Approval of Minutes

a. September 5, 2024 HYAC Meeting Minutes

Committee Member Smith moved to approve the September 5, 2024 HYAC Meeting Minutes as presented.

The motion was seconded by Committee Member Aksu.

The question was called on the motion, which carried by an 8-0 roll call vote. The vote was: Committee Members Aksu, Calsetta, Kimsey, O'Connor, Richardson, Smith, and Co-Chairs Contreras and Rideout voting "Aye." Committee Members Fabro, Joseph, Korsvall, Nossal, and Sharma were absent.

4. **Discussion**

a. **Bennett Street Safety and Operations Assessment - Mike Shindeldecker, Transportation Engineer**

Mike Shindeldecker, Transportation Engineer, provided a presentation on the Bennett Street safety study near Herndon High School and reviewed the operations' assessment. Mr. Shindeldecker reviewed the crash data and outlined the safety concerns expressed by residents for the intersections near Herndon High School. He reviewed potential solutions, including a crosswalk across Bennett Street near the Herndon United Methodist Church, and asked the Committee for their input. He emphasized their input was especially valuable, since many of the Committee Members are students at Herndon High School, and all the members use transportation systems in Herndon.

There was discussion among staff and the Committee about the project and transportation near Herndon High School, including: (1) public safety personnel in the area; (2) current and potential other crosswalk locations on Bennett Street; (3) addressing speeding on Bennett Street; and (4) light or motion sensors at the new crosswalk to show that pedestrians are crossing.

Mr. Shindeldecker stated that another alternative to the crosswalk was a "road diet" which would narrow Bennett Street and allow more room for a crosswalk with a refuge in the median. Other ideas discussed included adjusting signal timing to allow for a more efficient crossing at Dranesville Road and Bennett Street; modifications to Herndon High School's arrival and dismissal schedule; and considering adding a traffic control officer at the high school.

b. **Youth Programs & HCC Tour - Bob Williams, Director of Parks and Recreation**

Bob Williams, Director of Parks and Recreation, led the Committee Members on a brief tour of the Herndon Community Center. He explained the various facilities in the Center and discussed the events, classes, and activities that occur at the Community Center. He highlighted that the staff wants the community to feel like they can gather at the Community Center and discussed the importance of community building.

Mr. Williams briefly provided an overview of the youth programs offered by the Parks and Recreation Department. As the meeting was going to have to end due

to losing a quorum, Mr. Williams indicated that he could continue his update at the next Herndon Youth Advisory Committee meeting.

c. Open Discussion - Upcoming Topics

Following discussion, it was the consensus of the Committee that they would meet at the Herndon Community Center for their next meeting on March 6, with the time to be determined, with a focus on parks and recreation.

Additional topics requested included: (1) athletics and activities; (2) activities for those with disabilities; and (3) request for a marketing discussion and an update on the branding exercise that the HYAC participated in during their meeting in September.

5. Adjournment

Due to several members having to leave and losing a quorum, Co-Chair Contreras adjourned the December 5, 2024, Herndon Youth Advisory Committee meeting at 6:07 p.m.

**Amanda E.M. Kertz
Acting Town Clerk**

Minutes approved by Herndon Youth Advisory Committee: _____

DRAFT



**Herndon Youth Advisory
Committee
Regular Meeting
Agenda Item 4.a.**

Agenda Item: Programs at the Herndon Community Center - Bob Williams,
Director of Parks and Recreation

Meeting Date: March 20, 2025

Category: Discussion

Prepared by: Bob Williams, Parks and Recreation Director

Description:

Bob Williams, Director of Parks and Recreation, will lead a discussion of the programs and services available to individuals of all ages and abilities at the Herndon Community Center, with a focus on youth programs.

Background:

N/A

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

This is a discussion item, staff has no recommendation.

Attachments:

None



**Herndon Youth Advisory
Committee
Regular Meeting
Agenda Item 4.b.**

Agenda Item: Update on the Town Brand - Anne Papa, Chief Communications Officer

Meeting Date: March 20, 2025

Category: Discussion

Prepared by: Anne Papa, Chief Communications Officer

Description:

Anne Papa, Chief Communications Officer, will provide an update on the Town's branding and lead a discussion on Town programs related to communications.

Background:

The Herndon Town Council approved a new brand concept on January 28, 2025. The PowerPoint that was presented to the Town Council at their January 21, 2025 work session that provided an overview of the brand concept is provided for information as an attachment.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

This is a discussion item, staff has no recommendation.

Attachments:

1. Herndon Brand, PowerPoint



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Town of Herndon Brand Presentation

1-21-25

Town of Herndon Branding Task Force

Cesar Del Aguila

Herndon Town Councilmember

Jackie Franchi

Vice President Marketing & Sales, Visit Fairfax

Shane Gray

Landscape Architect (town resident)

Patti Kelly

Director, Webex Partner Managed Services, Cisco

Keven LeBlanc

Herndon Mayor

Greg Wilson

Principal/Founder/Owner, Greg Wilson PR

Alex Stewart

Community Building & Neighborhood Resources,
Cornerstones

Melissa Highley Tilton

Vice President, Strategy and Operations, International Justice
Mission

Vijay Vaswani

Director, Mason SBDC Regional Partnerships, George Mason
University

Staff Liaison - Anne Papa, Chief Communications Officer

Project Objective

The primary goals/objectives to be achieved by this initiative include, but are not limited to:

- Conduct research to determine community attitudes, experiences, perceptions, opportunities, and challenges that define Herndon.
- From this research, identify the brand essence of the Town of Herndon.
- Capitalize on the town's brand essence to positively impact the Herndon's brand experience for all those who live, work and visit.

Today's presentation

Brief review of what we learned

Brand Story

Logo Color Recommendations

Adcept directions



Branding Process



Research Recap - 1,100+ Participants

Summary of research elements:

- Familiarization Tour
- 21 one-on-one interviews with community stakeholders.
- 6 focus groups (65+ total people): Town leadership, Realtors, Organizations, Herndon Ambassadors, Youth, Brand Task Force
- 605 Community surveys completed online.
 - Offered in 5 languages (English, Spanish, Korean, Urdu and Farsi)
 - Announcements posted in laundry mats, Herndon Neighborhood Resource Center, grocery stores, restaurants, and medical facilities.
- 413 Outsider Perception Study surveys completed online.
- Digital audit of websites, social media, search and reviews.
- ESRI Tapestry community demographic and psychographic profiling.
- Placer AI Human Movement data analysis of community foot traffic.



Herndon, Virginia Brand Pillars



Town of Herndon Brand Pillars (Truths)

1. Close proximity to Dulles and D.C means
Location, Location, Location!
2. Historic downtown Herndon offers a distinctly different look,
charm and experience when compared to nearby suburbs.
3. A friendly, welcoming small-town spirit permeates the community.
4. Ethnic diversity is an integral part of Herndon's identity,
character and energy.

Building your brand



Herndon, Virginia Brand Statement

Herndon, VA offers a friendly, historic small town environment that is significantly more diverse and unconventional than surrounding Washington D.C. suburbs.



Brand Story

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What is a brand story?

Unifier

Personality

Aesthetics

Way you talk

What you talk about

What you care about

Never the exact same

But always familiar



If it's relief from uniformity and suburban sprawl you're after. If it's a respite from the faster, stressful pace of a major metropolitan area you seek. Or, if it's an escape from the manufactured charm of massive developments you're looking for, there is a genuinely historic small town imbued with authentic charm and cultural diversity that's conveniently located near all the big city amenities you could ever need or want, yet far enough away to offer the best of both worlds.

Such is the town of Herndon, Virginia, whose proactive vision for the future is elevating life, work and recreational opportunities for residents, families, workers and visitors. This is a robust technology hub and flourishing business community whose smalltown vibe and nature offer an uncommon approach to suburban living only minutes away from our nation's capital and Dulles, one of the world's busiest airports. Herndon's quaint downtown and historic tree-lined neighborhoods are a nostalgic throwback to the past, beckoning those yearning for a refreshingly different lifestyle.

Yet, make no mistake. Its peaceful, friendly ambiance belies a quirkier, edgier multi-cultural spirit and attitude. All of which has continued to propel the town to its status as one of the most desirable places to live and work in Fairfax County.

In the heart of the Dulles Technology Corridor, yet more laidback than surrounding suburbs, Herndon offers a richly diverse community that fosters personal, professional and intellectual development. Companies in transportation, defense, cybersecurity, cloud computing, IT services, healthcare and other established technology industry sectors are continually attracted to Herndon's strategic location and global accessibility, highly responsive and supportive government, strong sense of community, and its well-educated, extremely skilled workforce.

Herndon's historic downtown is the town's core and center of activity with reinvigorated opportunities for dining, shopping and recreational play.

The Historic Town Hall and Train Depot reflect the community's past and add to its picturesque appeal. And with more than 100 restaurants, from Italian, Thai and Indian to Korean, Peruvian and Ethiopian in and near downtown, locals and visitors can sample eclectic flavors from all over the world.

The ways in which Herndon connects people to one another and things that matter through sidewalks, trails, streets and transit simply make life easier, more convenient and fulfilling. Whether biking the Washington & Old Dominion Trail, walking down Elden Street, riding the Metro's Silver Line or coming together on the Town Green this highly walkable town promotes social interaction and connectivity and exudes charm, making it an appealing stop along the W&OD for recreational cyclists, pedestrians and shoppers, as well as commuters.

With organizations, such as the NextStop Theatre Company and Arts Herndon cultivating the arts, it's no surprise Herndon is home to an emerging arts scene and budding Arts District. With natural assets, such as Runnymede Park with numerous wildlife habitats and ecosystems, the town strives to maintain a balance between land use, transportation and connectivity, open spaces, social, economic and environmental sustainability. And with the town's Historic Preservation Program, there are pride and civic engagement in heritage preservation that seamlessly integrate Herndon's traditional commercial center with new growth and development.

From small dairy farming village to today's progressive, forward-thinking town, Herndon continues to build on its character and celebrate diversity, offering a departure from mainstream suburbia as it thoughtfully plans and guides the next generation towards an even more promising future.

Brand / Adcept Directions

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Herndon Offers A Refreshing Change From The Rest of The DC Metro Area.

You realize you've arrived someplace uniquely different when you step off the Silver Line train in Herndon, drive through the historic downtown, or cycle along the Washington & Old Dominion Trail that passes through town. This community's smalltown charm, friendly spirit and cultural diversity feels like a breath of fresh air compared to other metro suburbs you pass along the way out of D.C. Tree-lined streets and neighborhoods and abundant locally owned restaurants, along with multiple parks and green spaces, invite you to slow down, unwind and experience the refreshing change.

HERNDON, VIRGINIA
Live Differently.



Judy and Miguel
Cinco de Mayo - Salsa contest

IF YOU WANT
A DIFFERENT
KIND OF LIFE,
LIVE SOMEWHERE
THAT'S DIFFERENT.

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

LIVE Differently in Herndon. With its unique historic charm, warm community spirit, rich multi-cultural diversity, parks and neighborhood gathering spots, you'll find abundant ways to connect with each other, the city and the world beyond.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

James
Tuesday Trivia Night

IF IT FEELS
LIKE HOME,
MAYBE
IT SHOULD BE.

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

LIVE Differently in Herndon. With its unique historic charm, warm community spirit, rich multi-cultural diversity, parks and neighborhood gathering spots, you'll find abundant ways to connect with each other, the city and the world beyond.

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Sasha
The next big idea

**IF YOU WANT TO
DO EXCEPTIONAL
WORK, LIVE IN AN
EXCEPTIONAL PLACE.**

TOWN OF
Herndon
VIRGINIA | LIVE DIFFERENTLY.

WORK Differently in Herndon. With a prime location minutes from Dulles International Airport and D.C., you'll find abundant opportunities, connectivity and support for technology-driven industries, business and entrepreneurial ventures in this historically unconventional town.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

June
Half day Friday

**IF YOU WANT TO
GET OUT IN NATURE,
MAYBE YOU SHOULD
GET OUT OF THE CITY.**

TOWN OF
Herndon
VIRGINIA

LIVE DIFFERENTLY.

PLAY Differently in Herndon. With inviting parks, playgrounds, green spaces and trails, including the Washington & Old Dominion, you'll find abundant opportunities to get outside in nature and outside the mainstream in this historically charming town.

These examples use stock photography.
It is always our recommendation to use
original photography from your community.

Samone
Game winning goal

IF YOU'RE ATTRACTED
TO **GREEN SPACES,**
LIVE WHERE THEY'RE
A MAJOR **ATTRACTION.**

TOWN OF
Herndon
VIRGINIA | LIVE DIFFERENTLY.

PLAY Differently in Herndon. With inviting parks, playgrounds, green spaces and trails, including the Washington & Old Dominion, you'll find abundant opportunities to get outside in nature and outside the mainstream in this historically charming town.

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Graphic Recommendations

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Existing Color Palette

Master Colors



Pantone P 52-16 C
CMYK 0, 97, 80, 10
RGB 216, 36, 53
Hex #D72335



Pantone P 174-13 C
CMYK 65, 48, 37, 35
RGB 76, 89, 102
Hex #4B5965

Acceptable Replacements for the Red



Pantone P 166-16 C
CMYK 11, 0, 100, 15
RGB 203, 201, 17
Hex #CAC811



Pantone P 24-8 C
CMYK 0, 57, 100, 0
RGB 246, 135, 31
Hex #F5871F



Pantone P 80-8 C
CMYK 13, 100, 0, 0
RGB 210, 15, 140
Hex #D20F8C



Pantone P 112-16 C
CMYK 100, 18, 0, 12
RGB 0, 136, 197
Hex #0088C5



Pantone P 139-16 C
CMYK 100, 0, 94, 12
RGB 0, 150, 79
Hex #00954F



Pantone P 84-8 C
CMYK 35, 100, 0, 24
RGB 138, 13, 114
Hex #8A0D71

What a color palette should do:

- *Bring consistency to all communications*
- *Provide a tone that corresponds to the entire brand*
- *Gives staff and vendors guidance to use your brand consistently*

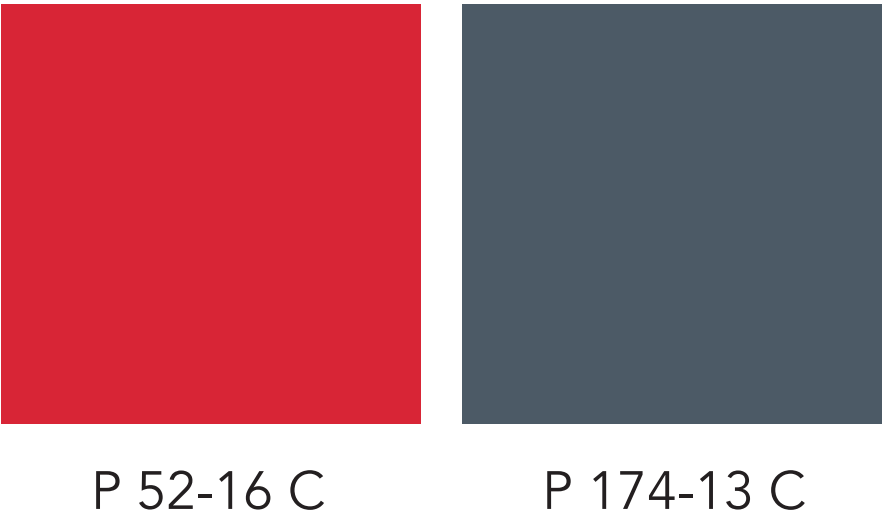
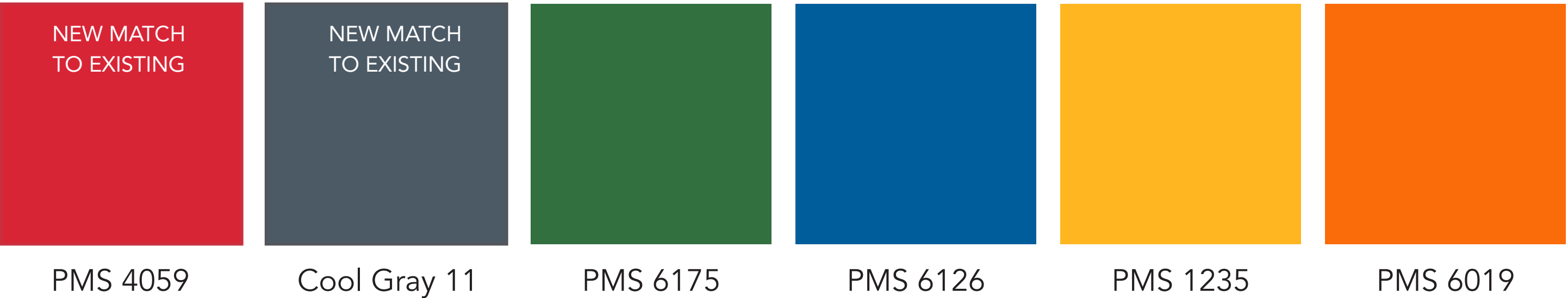
What a color palette can't do:

- *Tell your community's story*
- *Make everyone happy*

While the existing color palette is very workable it would be out advice to reduce the number of colors and tone down the accent colors. The two core colors (red and gray) would remain.

Color Palette Recommendations

Color Palette Revision



Existing palette uses Pantone Process Color numbers while correct using the actual PMS number will make it easier for some vendors and staff. The standard number is more widely known. We are recommending updating the color palette with a standard PMS match.

Logo Color Options

Main Logo Color Options



Previous standards allowed for a large variety of color options for the logo. It is not our recommendation for this to be an acceptable standard. The town logo should be consistent and a reflection of the serious job the town does for its residents.

Logo Color Options

Department Options



Color variations for departments should be managed by the communications department

Logo Icon Option





(Existing)
City Hall Garage Entrance



(Revised)
City Hall Garage Entrance









Next Steps

- Town Council Consideration, Adoption by Resolution of Brand Concept
- Town of Herndon Brand-Mktg Plan Feb. 28

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