

HERNDON YOUTH ADVISORY COMMITTEE
Regular Meeting Minutes
Thursday, March 20, 2025

1. Call to Order

Co-Chairs Claire O'Connor and Prisha Sharma called the March 20, 2025, Herndon Youth Advisory Committee meeting to order at 6:00 p.m. in the Herndon Community Center, 814 Ferndale Avenue, Herndon, Virginia. In attendance were: Councilmember Kelvin Garcia, Council Liaison; Co-Chairs Claire O'Connor and Prisha Sharma; and Committee Members Joe Aksu (arrived at 6:21 p.m.), Zach Calsetta, Daniela Contreras, Zoe Kimsey, Emilia Korsvall, Natalie Nossal, Adrianna Rideout, and Autumn Smith.

Committee Members Ethan Fabro, Stanley Joseph, and Rexford Richardson were absent.

Staff present: Kirstyn Barr Jovanovich, Acting Deputy Town Manager; Margie Tacci, Acting Chief Deputy Town Clerk; Bob Williams, Director of Parks and Recreation; Anne Papa, Chief Communications Officer; and Mike Shindledecker, Transportation Manager.

Determination of a Quorum

Co-Chair Contreras determined there was a quorum, with nine Committee Members present. Committee Members Fabro, Joseph, and Richardson were absent. Committee Member Aksu had not yet arrived.

2. Comments

a. Comments from the Staff Members

Co-Chair O'Connor recognized Kirstyn Barr Jovanovich, Acting Deputy Town Manager, who provided an overview of the 2025-2026 election. She stated that on January 28, 2025, the Town Council appointed Councilmember Kelvin Garcia to be the committee's Liaison for the term ending December 31, 2026.

Councilmember Garcia welcomed the committee, and asked the committee members to introduce themselves. The members present introduced themselves to the group.

Councilmember Garcia stated that he is one of the newest members of the Council and that he coaches Herndon High School senior football and girls soccer. He

stated he was here to assist the members with anything that they needed.

Mike Shindledecker, Transportation Manager, provided an update on the crosswalk project on Bennett Street, near Herndon High School, which was discussed at the Committee's meeting on December 5, 2024. He stated that recommendations have been provided to the high school and will be discussed at an upcoming community meeting. Once the meeting date is confirmed, Mr. Shindledecker will share the information with the Committee. He encouraged Committee members to attend the community meeting and continue offering suggestions and support for the project.

b. Comments from the Committee Members

There were no comments from the Committee Members.

Kirstyn Barr Jovanovich, Acting Deputy Town Manager, asked the committee members if there were any topics they wanted to review from the December 5, 2024, meeting. She noted that if there are topics of interest to the group, the committee members should bring that information forward.

3. Approval of Minutes

a. December 5, 2024 Meeting Minutes

Committee Member Rideout moved to approve the December 5, 2024, HYAC Meeting Minutes as presented. The motion was seconded by Committee Member Smith.

The question was called on the motion, which carried by a 10-0 vote. The vote was: Committee Members Calsetta, Contreras, Kimsey, Korsvall, Nossal, Rideout, Smith, and Co-Chairs O'Connor and Sharma voting "Aye." Committee Members Fabro, Joseph, and Richardson were absent. Committee Member Aksu had not yet arrived.

4. Discussion

a. Programs at the Herndon Community Center - Bob Williams, Director of Parks and Recreation

Bob Williams, Director of Parks and Recreation, welcomed the Committee back to the Herndon Community Center. He provided a brief overview of the areas not included in the previous tour, including the community rooms, fitness rooms, racquetball courts, and gymnasium. Mr. Williams also noted that the Town operates 11 parks and shared insights into the role of the National Recreation and Park Association (NRPA). He emphasized the importance of parks and recreation in fostering a sense of belonging and community by creating welcoming, safe, and inclusive environments for all residents. He discussed NRPA's contributions to these goals at the national level.

Mr. Williams gave an overview of the programs and classes offered at the Herndon Community Center, which are published four times a year in a printed brochure and on the Town's website. He highlighted the "Community in Action" program at the Community Center, designed to make services financially accessible, and noted that it had been adopted by the Town Council to ensure accessibility.

[Note: Committee member Joe Aksu arrived at 6:21 p.m.]

Mr. Williams invited Committee members to share ideas for future programming. Following a brief discussion, the following suggestions were made:

- Adapted fitness classes or programs for teens with disabilities, including specialized equipment and tailored instruction;
- Additional volunteer opportunities;
- Adding a badminton court;
- CPR classes and certifications;
- Add additional academic programs other than STEM (e.g., debate); and
- Arts and culture classes (e.g., sculpture).

b. Update on the Town Brand - Anne Papa, Chief Communications Officer

Anne Papa, Chief Communications Officer, provided a summary of the branding presentation previously shared with the Town Council and the consultant. She explained that the Town's current brand, developed over ten years ago, was due for an update. To guide the process, a Brand Advisory Task Force was created, including business owners, economic development professionals, citizens, the mayor, and a member of the Town Council.

Ms. Papa outlined the following key elements of the branding effort:

- Research: surveys conducted in summer and fall 2024 included over 1,000 participants, including HYAC members. Cell phone data was also analyzed to understand how Herndon is perceived both locally and regionally.
- Brand Pillars: four central attributes emerged from the research, as follows: Herndon's location, historic downtown, welcoming small-town spirit, and ethnic diversity.
- Brand Story and Statement: the consultant developed a brand narrative reflecting the community's values.
- Tagline: "Live Differently" was selected by the task force.

- Visual Identity: the current logo remains, but the brand will adopt a refreshed color palette and updated graphics for broader adaptability.
- Logo Icon: A new “H” icon with fireworks was proposed but received limited support from the Council.

Councilmember Garcia invited members to share their opinions on the “H” icon. Following a brief discussion, the committee expressed a preference for a simpler design, without the fireworks. Members suggested considering the “H” used by Herndon High School or Herndon Middle School as inspiration.

Ms. Papa stated that the final design should integrate well with the wordmark and may involve an artist competition. She noted the Council officially adopted the brand concept on February 28 and that the consultant recently presented an update on moving forward to the next phase. She encouraged members to contribute ideas about how to promote the new brand and attract residents and businesses.

Following Ms. Papa’s request for feedback, committee members shared the following preferences:

- Banners should have a vintage feel, avoiding digital designs;
- Consider featuring a train or wagon wheel (with a pedestal opening) that includes the "H;"
- Suggested items for sale include Herndon flags, t-shirts, bags, and hats;
- Focus on simplicity and small design elements that create a cozy, warm connection; and
- Use a straightforward font.

5. Adjournment

There being no further business, the March 20, 2025, HYAC meeting adjourned at 7:01 p.m. It was noted that the next meeting is scheduled for May 1, 2025, at 6:00 pm at the Herndon Community Center, if there are items to be included on the agenda.



Amanda E.M. Kertz
Town Clerk

Minutes approved by Herndon Youth Advisory Committee : June 5, 2025