SUBJECT: SELECTION OF CITY FLAG DESIGN

SOURCE: Administration

COMMENT: On November 15, 2005, the City Council concurred on the development of an Official City Flag for display and use by the City. At that time the City Council authorized the formation of a City Flag Contest Committee. The Council authorized the Committee to formulate a set of general guidelines and provide for the promotion and notification to the public regarding the City Flag Design Contest.

The Committee, consisting of Linda Clark, Milt Stowe and Georgia Hawley, developed the basic Guidelines as follows:

- Submit Flag Design on 8 ½ x 11, or 11 x 14-inch paper. (Final design chosen will be incorporated into a regular 3 x 5-foot flag for City use.)
- Flag Design should be submitted in full color.
- Please do not use specific school colors, mascots, etc. The City flag needs to symbolize a community-wide representation.
- Incorporate “City of Porterville” into the Flag Design.

On December 5, 2005, City Flag Design Contest Guidelines and Entry Forms were mailed to the local Middle Schools, High Schools, Porterville College, service organizations, Chamber of Commerce, Downtown Porterville Association, etc. Linda Clark, as the City Information Officer, provided three press releases to the Porterville Recorder to help promote the Contest. The final date for submitting designs was set for January 20, 2006, and eighty submissions were received. The Committee met on January 24, 2006, to review all the designs, and six designs were selected for submittal to Council which followed the criteria of incorporating various aspects of the City without focusing on just one area—incorporating agricultural, industrial and recreational/historical components which reflect the City’s composition. Those six designs are attached.

The six designs varied in complexity—some were professionally completed while others hold real potential but the final product would need to be reproduced professionally. Because of the variety and not knowing which design would be chosen, staff felt Council direction was required before obtaining quotes for graphic artist and flag reproduction costs for the design chosen.

Dir Appropriated/Funded CM Item No. 15
The selected finalists in the contest, with their design number, are as follows:
  Design A - Ariel Villanueva, Pioneer Middle School
  Design B - Rosemary Schultz, Porterville
  Design C - Nancy Schellhase, Terra Bella
  Design D - Rosemary Schultz, Porterville
  Design E - Matt Phillips, Monache High School
  Design F - Adrian Vidrio, Porterville

RECOMMENDATION: That the City Council:
  1. Select a flag design and authorize staff to obtain costs and time estimates to develop the design into the Official City Flag;
  2. Direct staff to bring back the cost estimates for final Council approval; and
  3. Direct staff to present Council with a draft policy on the use of the Official City Flag upon the presentation of the completed project to the Council.

Attachments: Six Contest Designs (A-F)
Guidelines and Entry Form
Design A
Design B
Design C
Design D
Design E
Design F
CITY OF PORTERVILLE
CITY FLAG DESIGN CONTEST
GUIDELINES AND ENTRY FORM

Name(s) of Designer(s): ____________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Contact Person: ________________________________________________________________

Address: ________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Telephone: ________________________________________________________________

Title of Flag (if any): ________________________________________________________________

What your flag represents: ____________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Please submit your Flag Design to the City Manager’s Office, 291 N. Main Street, Porterville, CA 93257, no later than 4:00 p.m., on Friday, January 20, 2006, for consideration by the City Flag Design Contest Committee.

If you have any questions relating to the contest, please contact either Georgia Hawley at 782-7442, or Linda Clark at 782-7448.

Guidelines on Back
CITY FLAG CONTEST GUIDELINES:

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- Flag Design should be submitted in full color.

- Please do not use specific school colors, mascots, etc. The City flag needs to symbolize a community-wide representation.

- Incorporate “City of Porterville” into the Flag Design.

- Colored copies of the City Seal and/or City Logo are available in the City Clerk’s Office for anyone choosing to incorporate them into their Flag Design.