

RESOLUTION NO.: R-2017-010

Establishing a Process for Adoption of an Updated City Flag Design

WHEREAS, the current City of Columbia flag was created and adopted in 1912, is unknown to citizens and has rarely been used; and,

WHEREAS, the flag does not follow accepted principles of good flag design and uses governmental seals and imagery that no longer best represent the City of Columbia; and,

WHEREAS, symbols such as flags build national and local pride and loyalty and are important for universities, sports teams, businesses, products, and organizations including cities; and,

WHEREAS, a city flag serves as an important civic symbol and should accurately represent all citizens of the City; and,

WHEREAS, the Columbia Design League and One Columbia for Arts and History have proposed a process for the solicitation and collection of designs from the general public and will seek public input and establish a committee of key stakeholders and experts to narrow the submitted designs and identify a suitable new design; and,

WHEREAS, the recommended design identified from the process will be presented to the Mayor and City Council for adoption; NOW THEREFORE,

BE IT RESOLVED by the Mayor and City Council this 10th day of January, 2017, that the Columbia Design League and One Columbia for Arts and History are hereby authorized to coordinate the process for identification of a new flag design for the City of Columbia.

Requested by:

Councilmember Duvall _____




Mayor

Approved by:



City Manager

Approved as to form:



City Attorney

ATTEST:


City Clerk

Introduced: 1/10/2017
Final Reading: 1/10/2017

ORIGINAL
STAMPED IN RED

City of Columbia Flag Update

PURPOSE: To carry out a process for identification and selection of an updated City of Columbia flag.

BACKGROUND: Adopted in 1912, the current flag for the City of Columbia is a dark or light blue field with the city seal at the center. Around the seal are on the right, a spray of cotton and on the left, a stalk of corn with full ears and a tasseled top. The current flag is flown in very few locations, all city government operated locations. The flag uses governmental and outdated imagery. A new flag representing the people of the city can instill pride and spirit within the city, while also reflecting the vibrancy and creativity of the City of Columbia to those outside the city.

PROCESS: The Columbia Design League in partnership with One Columbia for Arts and History will conduct a process to collect submissions of potential new designs for a city flag from members of the public. Once submissions are gathered the field of potential designs will be reduced to ten (10) finalists. The public will have the opportunity to provide input on the ten (10) selected designs. Using input from the public, a jury of key stakeholders and experts will recommend a single final design to be presented to the Mayor and City Council for adoption as a new flag of the City of Columbia.

PUBLIC SUBMISSIONS: The public will have the opportunity to submit their design ideas for an updated City of Columbia flag. Submissions will be accepted in a number of ways, including in person at events, by mail, email, and through social media channels (Twitter, Facebook and Instagram) in order to allow people of all ages to share their ideas.

TIMELINE: The public will have no less than one (1) month to provide submissions from the beginning of the design submission process. After announcing the ten (10) finalists, the public will have no shorter than one (1) month to provide input on the finalists.

JURY: The Columbia Design League will appoint a flag design jury consisting of the following representatives: a representative appointed by City Council, a representative of the Columbia Design League, a representative of One Columbia for Arts and History, a representative of the Columbia Council of Neighborhoods, a member with expertise in the principles of flag design, and other members representing the citizens of Columbia.

CRITERIA: The Jury shall refer to the principles of good flag design as outlined in Good Flag, Bad Flag compiled by Ted Kaye for the North American Vexillological Association. These principles are 1) simplicity, 2) meaningful symbolism, 3) 2-3 basic colors, 4) no lettering or seals, and 5) distinctiveness. The Jury will also ensure that the flag represents the people of Columbia and allows for open use (no copyrighted material).

ADOPTION: The jury will make a recommendation of the updated flag design to the Mayor and City Council, who will be presented with a resolution to formally adopt the recommended design.