

TO: James L. App, City Manager
FROM: Meg Williamson, Assistant City Manager
SUBJECT: Governance Banner Design for National Motto Display
DATE: August 15, 2006

NEEDS: For the City Council to consider and confirm final banner design for display of the national motto of “In God We Trust” in the City Council Chambers.

- FACTS:
1. On July 5, 2006 the City Council adopted Resolution 06-117 authorizing the display of a governance banner to be displayed in the City Council Chambers at the dais during City Council meetings.
 2. The City Council’s action called for the incorporation of the City, State, and Federal logos along with the national motto of “In God We Trust” on the banner – the final design of which was to be brought back for Council approval once proprietary use of the State and Federal logos could be further researched.
 3. Additional research with State and Federal representatives determined that the Federal “Great Seal” could not be reproduced in its entirety, but the State Seal could be used in the context of the governance banner.
 4. Based on the proprietary limitation of the Federal Seal, a modified banner design has been generated for City Council consideration. The modified design would incorporate the City logo and State Seal on either side of the Federal eagle emblem with the patriotic national motto “In God We Trust” displayed above. (See attached graphic representation).
 5. The banner dimensions would be 42 inches long by 26 inches high and would hang directly in front of the Mayor’s seat at the dais. The images would be silk-screened on to a white background to best exhibit the true logo colors.

ANALYSIS &

CONCLUSION: The banner design proposed at this time is consistent with the design parameters discussed by the City Council on July 5, 2006. The logos and imagery portrayed on the banner are meant to be representative of multiple levels of governance (City, State and Federal). It is estimated that production of banner will take approximately 6-8 weeks from Council approval of the design.

POLICY

REFERENCE: City Council Resolution 06-117.

FISCAL

IMPACT: Based on preliminary cost quotations for silk screening or embroidering the banner, the City Council recommended proceeding with a silk screen production for cost savings purposes. Final costs quotations will be obtained before production of the banner, but estimates would indicate the banner will be less than \$300.

OPTIONS:

- a. For the City Council to adopt Resolution No. 06-XX approving the final design of a governance banner in the City Council Chambers during City Council meetings only.
- b. Amend, modify or reject above option.

Attachment:

1. Resolution approving final design of the governance banner

RESOLUTION NO. 06 –

A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF EL PASO DE ROBLES
APPROVING THE FINAL DESIGN FOR A GOVERNANCE BANNER IN THE COUNCIL
CHAMBERS DURING CITY COUNCIL MEETINGS

WHEREAS, on July 5, 2006 the City Council adopted Resolution 06-117 approving the display of a governance banner to be exhibited in the City Council Chambers at the dais during City Council meetings; and

WHEREAS, the City Council did not determine the final design of the banner, pending additional research on the use and replication of the Federal and State Seals; and

WHEREAS, it has been confirmed that the Federal “Great Seal” cannot be replicated in its entirety, but the State Seal can be replicated in the context of the governance banner display; and

WHEREAS, a revised banner design has been generated which would incorporate the City logo and the State Seal on either side of the Federal eagle emblem with the patriotic national motto of “In God We Trust” displayed above; and

WHEREAS, this modified banner design is consistent with the design parameters discussed during the July 5, 2006 Council meeting; and

WHEREAS, the banner is intended to reflect multiple levels of governance (City, State and Federal) and would be displayed during City Council meetings only; and

WHEREAS, the multi-governance display is intended as an action to provide and encourage a spirit of national patriotism within the community and not as an entanglement with nor a promotion of a religious activity.

NOW, THEREFORE LET IT BE RESOLVED by the City Council of the City of El Paso de Robles, that the governance banner design to be displayed during City Council meetings is approved as shown in the attached Exhibit A and the above recitals are true and correct and incorporated hereby this reference.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 15th day of August, 2006 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Mayor Frank R. Mecham

ATTEST:

Deborah D. Robinson, Deputy City Clerk

Attachment A

IN GOD WE TRUST

