

TO: James L. App, City Manager

FROM: Julie Dahlen, Director, Library and Recreation Services

SUBJECT: Design Approval for New Paso Robles City Flag

DATE: October 15, 2013

Needs: For the City Council to consider adopting a new City flag design in honor of the City's 125th Anniversary on March 11, 2014.

Facts:

1. The City flag of Paso Robles currently features an oak tree silhouette on a background of green and gold, colors which are featured in the City seal, but otherwise do not have any particular significance.
2. Paso Robles High School colors are crimson and white, readily branding the school and the community.
3. The City of Paso Robles has formed a 125th Anniversary Committee, composed of citizens and City staff to plan a year-long celebration of our quasiquicentennial.
4. The 125th Anniversary Committee has selected a logo, designed by graphic artist, Jan Wolfinger, to brand the quasiquicentennial year.
5. Ms. Wolfinger has also designed a City flag, featuring an oak tree silhouette with 125 leaves in white on a crimson background.
6. The 125th Anniversary Committee has favorably reviewed this design and supports the idea of presenting the community with a new City flag in honor of our quasiquicentennial in 2014.

Analysis and

Conclusion: The Paso Robles 125th Anniversary Committee has favorably reviewed a professional design for a new City flag in crimson and white. The committee wishes to offer the community a new City flag in honor of Paso Robles' quasiquicentennial celebration in 2014.

Policy

Reference: None.

Fiscal

Impact: No cost for flag design. Prices for 4' X 6' nylon flags generally range between \$90.00 and \$125.00 each.

Options:

- a. Authorize a new City flag in crimson and white in honor of the City's 125th anniversary in 2014
- b. Amend, modify, or reject the above option.



Current Paso Robles City Flag



New City Flag

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
TO AUTHORIZE A NEW CITY FLAG DESIGN

WHEREAS, the City flag of Paso Robles currently features an oak tree silhouette on a background of green and gold, colors which are featured in the City seal, but otherwise do not have any particular significance; and

WHEREAS, Paso Robles High School colors are crimson and white, readily branding the school and the community; and

WHEREAS, the City of Paso Robles has formed a 125th Anniversary Committee, composed of citizens and City staff to plan a year-long celebration of our quasiquicentennial; and

WHEREAS, the 125th Anniversary Committee has selected a logo, designed by graphic artist, Jan Wolfinger, to brand the quasiquicentennial year; and

WHEREAS, Ms. Wolfinger has also designed a City flag, featuring an oak tree silhouette with 125 leaves in white on a crimson background; and

WHEREAS, the 125th Anniversary Committee has favorably reviewed this design and supports the idea of presenting the community with a new City flag in honor of our quasiquicentennial in 2014;

THEREFORE BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles, to authorize a new City flag in crimson and white in honor of the City's 125th anniversary in 2014.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 15th day of October, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk