

TO: James L. App, City Manager
FROM: Julie Dahlen, Director, Library and Recreation Services
SUBJECT: Design Approval for New Paso Robles City Flag
DATE: November 19, 2013

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

Facts:

1. On October 15, 2013, City Council considered a proposal for a new City flag design.
2. Citing concerns that the proposed design did not adequately identify the City, Council voted to reject the proposed design.
3. Subsequent to the October 15 decision, five City flag designs were distributed to the members of the community-wide 125th Anniversary Committee for their consideration and vote.
4. One of the five designs emerged as the clear favorite, receiving 20 out of 26 votes.
5. Those voting represented a variety of community organizations and businesses, including the Historical Society, Pioneer Day Committee, Pioneer Museum, Paso Robles Main Street Association, Paso Robles Chamber of Commerce, Paso Robles Joint Union School District, Friends of the Paso Robles Library, Hispanic Business Association, Paso Robles Library Foundation, Senior Citizen Advisory Committee, Kennedy Club Fitness and *Paso Robles Press*.
6. These members of the City's 125th Anniversary Committee have consistently supported the idea of presenting the community with a new City flag on the occasion of the quasiquicentennial in 2014.
7. The stock of eleven current City flags will be distributed among local history groups for their archives, included in a City time capsule during anniversary festivities, and offered as silent auction items at the anniversary kick-off gala on December 31, 2013 – funds to benefit the 125th committee and, ultimately, local history groups.

Analysis & Conclusion:

The Paso Robles 125th Anniversary Committee, including representatives from a wide variety of community organizations and businesses, considered 5 designs for a new City flag, one of which received an overwhelming number of votes (see attached).

The committee wishes to offer the community a new City flag on the occasion of Paso Robles' quasquicentennial 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. Of the 11 current City flags in stock 3 will be donated to local history groups, 1 will be included in a time capsule and the remaining will be offered in a silent auction, generating revenue for the 125th Anniversary Committee and, ultimately, local history groups.

Options:

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

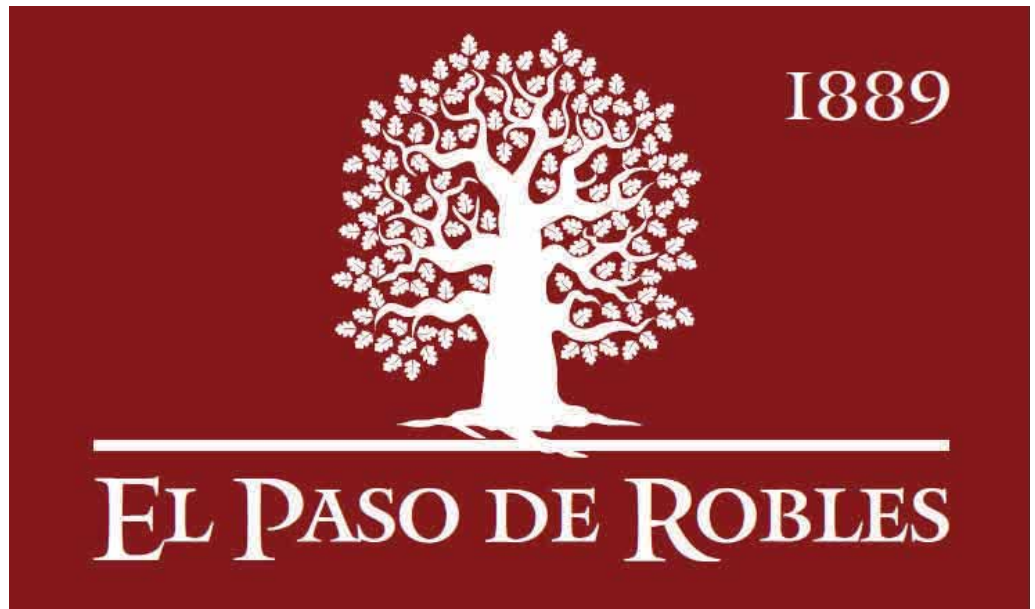
Attachments

- City Flag voting results
- Resolution #13-XXX

DESIGN #1

Oak tree in center, year of incorporation in upper right-hand corner, "El Paso de Robles" under the tree in large font.

***TOP CHOICE WITH
20 VOTES***



DESIGN #2

Small oak tree in upper left-hand corner. No text, no year.

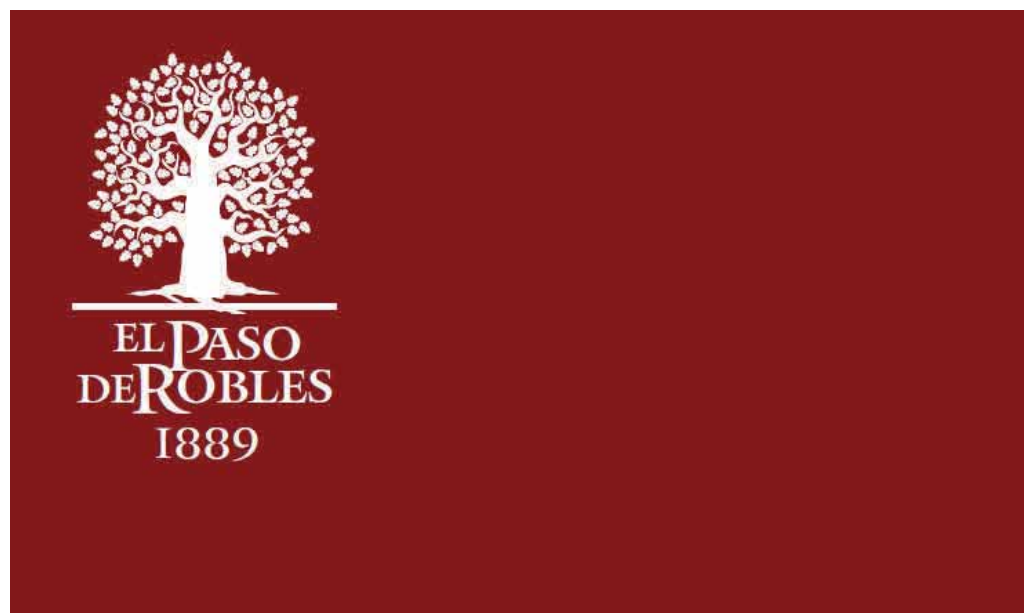
0 VOTES



DESIGN #3

Small oak tree in upper left-hand corner with "El Paso de Robles" and year of incorporation under the tree.

2 VOTES



DESIGN #4
Small oak tree in upper
left-hand corner with the
year of incorporation
under the tree.

1 VOTE



DESIGN #5
City seal in the middle
of a crimson flag.

3 VOTES



RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING A NEW CITY FLAG

WHEREAS, on October 15, 2013, City Council considered a proposal for a new City flag design; and

WHEREAS, citing concerns that the proposed design did not adequately identify the City, Council voted to reject the proposed design; and

WHEREAS, subsequent to the October 15 decision, five City flag designs were distributed to the members of the community-wide 125th Anniversary Committee for their consideration and vote; and

WHEREAS, one of the five designs emerged as the clear favorite, receiving 20 out of 26 votes; and

WHEREAS, those voting represented a variety of community organizations and businesses, including the Historical Society, Pioneer Day Committee, Pioneer Museum, Paso Robles Main Street Association, Paso Robles Chamber of Commerce, Paso Robles Joint Union School District, Friends of the Paso Robles Library, Hispanic Business Association, Paso Robles Library Foundation, Senior Citizen Advisory Committee, Kennedy Club Fitness and *Paso Robles Press*; and

WHEREAS, these members of the City's 125th Anniversary Committee have consistently supported the idea of presenting the community with a new City flag on the occasion of our quasiquicentennial in 2014; and

WHEREAS, the stock of eleven current City flags will be distributed among local history groups for their archives, included in a City time capsule during anniversary festivities, and offered as silent auction items at the anniversary kick-off gala on December 31, 2013 – funds to benefit the 125th committee and, ultimately, local history groups;

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 on the occasion 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 19th day of November 2013 by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk