



Monterey County

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Board Report

Legistar File Number: 18-078

January 30, 2018

Introduced: 1/25/2018

Version: 1

Current Status: Agenda Ready

Matter Type: General Agenda Item

- a. Receive an update on the status of the Board of Supervisors Referral #2017.16: "Request staff to solicit volunteer design proposals from local Monterey Bay artists for the Board of Supervisors to consider adopting one as the first-ever, official Monterey County flag.
- b. Approve staff recommendation for proceeding with the submission, selection, printing and adoption process for the official Monterey County flag.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Receive an update on the status of the Board of Supervisors Referral #2017.16: "Request staff to solicit volunteer design proposals from local Monterey Bay artists for the Board of Supervisors to consider adopting one as the first-ever, official Monterey County flag.
- b. Approve staff recommendation for proceeding with the submission, selection, printing and adoption process for the official Monterey County flag.

SUMMARY/DISCUSSION:

Board Referral No. 2017.16, was issued to the CAO-Office of Community Engagement & Strategic Advocacy. The referral request that staff: solicit volunteer design proposals with no monetary award from local Monterey Bay artists for the Board of Supervisors to consider adopting one as the first-ever, official Monterey County flag. The referral also stated as follows: "There is currently no official flag and believe it would be a lasting symbol of civic pride for our County. Currently, only 24 of California's 58 counties have adopted an official flag and Monterey County can become the 25th to do so."

As indicated in a memo distributed to the all members of the Board of Supervisors on November 9, 2017, staff has researched County flags in California, including a review of the County's current art policy. Results show that Monterey County does not currently have a flag policy and staff recommends one be drafted to serve as a guide for handling and maintenance of a County flag along with the United States and California flags. Research also included a review of flag policies from Riverside County. A draft flag policy for Monterey County will be drafted and presented to the Board of Supervisors upon adoption of the final flag design in May 2017.

Staff has drafted an information packet and process for a public call for design submissions from art communities across Monterey County for a launch period of January 30, 2018 through March 30, 2018. The information package, containing an overview of the flag's purpose and artistic criteria will be distributed widely and accept submissions online, in-person, by snail mail and email. Key distribution points include but are not limited to community colleges, area universities such as CSUMB; community arts organizations such as the Arts Council for Monterey County, Alisal Center for Fine

Arts, Hijos Del Sol Arts, Monterey Peninsula Arts Foundation, Youth Arts Collective, Pajaro Valley Arts Council, South County arts groups, and public libraries. An online submission form will also be posted on the Monterey County website.

A committee will be convened for the selection process and will consist of 2 County Supervisors appointed by the Chair and 1 community representative appointed by the remaining Supervisors from their respective districts (5 total ad-hoc committee members). It is anticipated that the call for design submissions and the selection process will conclude with a presentation to the full Board for adoption of the final design in May 2018.

OTHER AGENCY INVOLVEMENT:

Partners in the County Flag efforts include: IGLA, Contracts Purchasing and Budget

FINANCING:

Accepting this update has no impact on the County General Fund Contribution at this time.

A funding source for the Official County Flag has not yet been determined. Cost estimates are currently being requested and will be reviewed for further recommendation. The total cost for adoption of the official County flag should not exceed \$500.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

- ☐ Economic Development
- ☒ Administration
- ☐ Health & Human Services
- ☐ Infrastructure
- ☐ Public Safety

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Attachment A: Monterey County Flag Timeline