



Staff Report

May 14, 2019

TO: Honorable Mayor and Members of the Town Council
FROM: Sean Rabé, Town Manager
DATE: May 14, 2019
RE: Town of Loomis Flag Contest

Recommendation

Staff recommends that Council discuss and establish a Town of Loomis Flag Contest and a Selection Committee consisting of two Council Members and Loomis Basin Chamber of Commerce Executive Director Jennifer Knisley.

Issue Statement and Discussion

Many municipalities throughout California have a city or town flag that represents their community. The Town of Loomis does not have such a flag. Mayor Onderko brought this to Staff's attention and asked that Council consider creating a contest for local youth to create the Town's first-ever flag.

The designing of a Town flag needs to be a public process that provides residents opportunity to submit their own designs. Applicants will be asked to submit an application and release form (Attachment 'A') by September 30, 2019. Staff also recommends the creation of a Selection Committee consisting of two Council Members and Loomis Basin Chamber of Commerce Executive Director Jennifer Knisley, to review all submittals and recommend the top three to present to the Town Council for the final selection.

Staff will be working with our local school districts to promote the contest. In addition, the Town will advertise the contest on our website.

CEQA Requirements

None.

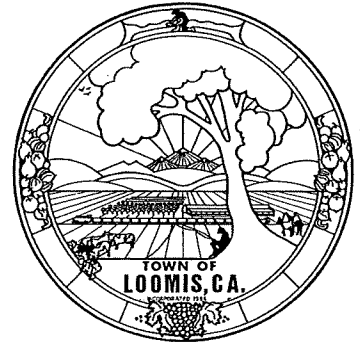
Financial and/or Policy Implications

There are no financial implications associated with the recommended action.

Attachments

- A. Application and release form

TOWN OF LOOMIS



TOWN OF LOOMIS TOWN FLAG CONTEST

Application and Release

Please complete this application and attach it to each design submitted. Applications are due by 5 pm September 30, 2019.

Name:
School attended and incoming grade level:
Address:
City/State/Zip:
Phone: Email:

Please describe the meaning and symbolism contained in the design and why you think it represents the Town of Loomis. (attach extra sheet if needed).

Required release:

All entries submitted to the Town for consideration shall become the property of the Town of Loomis, and may be modified, reproduced, and published at the Town's sole discretion. The Town of Loomis assumes no responsibility for the artwork submitted and is not responsible for damage of the entries. Entry into this contest assumes all acceptance of the rules and consent to use of the entrant's name and artwork as permitted by law without compensation.

Signature _____

Date _____

Parent/guardian signature _____

Submit your design by September 30, 2019 at 5:00 p.m. in the following formats:

- By mail, send the signed application with design in digital format (if applicable) accompanied by an 8.5 x 11 inch color printed version paper copy to:
Town of Loomis
Attn: Town Clerk
PO Box 1330
Loomis, CA 95650
- In person, drop off your signed application with design in digital format (if applicable) accompanied by an 8.5 x 11 inch color printed paper copy at Town Hall 3665 Taylor Road.
- By email, send the signed application in Word or PDF with design in digital format to sday@loomis.ca.gov with subject line "Town Flag Contest."

Town of Loomis Flag Contest Rules of Entry

The Loomis Town Council would like to thank you for your participation in the first ever Flag Contest. It is the desire of the Council to allow our local students to create a flag that represents this community.

All entries will be reviewed by a Selection Committee composed of two Town Council Members and a representative from the Loomis Basin Chamber of Commerce. The Selection Committee will choose the top three flags to be reviewed by the Town Council, who will make the final flag selection.

The following are tips and suggestions for your flag design:

- Designs need to be in color and should be simple. All entries need to have the ability to be enlarged to fit a standard 3-foot by 5-foot ratio. Filling a standard 8.5x11 inch sheet of paper will meet the ratio criteria.
- The flag must be an original work of the artist.
- Avoid a lot of lettering or designs that can make the flag appear cluttered. Including the Town seal is recommended.
- Colors must be solid blocks – no gradient colors
- Entries can be rejected if they are not positive in nature.
- An application and release form must be included with each flag design.