

City of Montgomery  
Government Affairs Committee Minutes  
March 9, 2020

Present

Brian Riblet, City Manager  
Tracy Roblero, Asst. City Manager/Acting Comm. Dev. Dir.  
Connie Gaylor, Clerk of Council  
Matthew Vanderhorst, Community and Information Services Director  
Faith Lynch, Community and Engagement Coordinator

City Council Committee Members Present

Gerri Harbison, Chair  
Craig Margolis  
Lynda Roesch

Guests

Becky Fickenworth, Razor Marketing  
Bryan Peter, Kolar Designs

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The Government Affairs Committee of Council convened in the Council Chambers at 4:30 p.m. with Mrs. Harbison presiding.

**Discussion of City Flag Redesign**

Ms. Lynch introduced Mr. Peter with Kolar Designs and welcomed Mrs. Fickenworth back to the Government Affairs Committee meeting.

Ms. Lynch explained that 3 designs were included in the packet of the proposed redesigned City flag. She explained the five basic principles of flag design when considering the next City of Montgomery flag. They are as follows:

1. Keep it simple. A flag should be so simple that it could easily be drawn.
2. Use meaningful symbolism. The flag's images, colors, or patterns should convey what it represents. It should convey deep meaning.
3. Use two to three basic colors. In this case, we have three: Montgomery Blue (Pantone 541), Lamplight Gold (Pantone 122) and White (Pantone 11-0601 TCX).
4. No lettering or seals. Never use writing, because if you need to write the name of the entity, the symbolism has failed. Can it be read at a distance? Are you able to make out the name on a 3 by 5-foot flag on a flagpole 100 feet away?
5. Be distinctive. According to Roman Mars' TED Talk on flag design, in an era of more design-awareness, "a well-designed flag could be seen as an indicator of how a city considers all of its design systems: its public transit, its parks, its signage."

Mr. Peter explained that it is Kolar's recommendation to go with the first design. He stated that both the first and second design came out of the original designs and follow all the principles. He further stated that they do not recommend option three which includes writing.

Ms. Fickenworth stated that Razor Marketing agrees with Kolar's recommendation.

Ms. Lynch stated that staff recommends that the Committee adopt design number one.

Mr. Margolis stated that he liked option one the best, yet he is a traditionalist and also likes option three. He stated that his feeling was that guests and visitors may not recognize it as a City flag without a name on it.

Mr. Peter stated that there are other opportunities to have the name associated with the icon. He stated the

stronger the brand, the more people associate it with the name.

Ms. Roesch stated that she liked option one the best and doesn't feel wording is needed.

Mr. Vanderhorst stated that he likes option one. He explained that if you refer to the State or Federal flags, there is no wording on either. He recommends design number one.

Mr. Riblet stated that at the beginning of the design discussions he was concerned but he felt these designs were a better display. He stated he still had concerns with the first option.

Mr. Margolis made a recommendation to recommend design number one to City Council. Ms. Roesch seconded. The Committee unanimously agreed.

### **Community Leadership Forum Follow-up Discussion**

Mr. Riblet discussed with the Committee the pros and cons from the Community Leadership Forum held in February. They discussed the condensed time frame, the facility and attendance. Mr. Riblet stated that attendance was almost equal staff as it was attendees. He stated that a noticeable decline in attendance has prompted the discussion. He stated that one observation was that the crowd was older and suggested inviting the Neighborhood Leaders team to participate.

Ms. Gaylor stated that there were quite a few no shows.

Ms. Lynch stated that there are approximately 260 MCLA graduates. She stated that although many of the attendees are MCLA graduates, that they may not continue to come. She said some things to consider is the timing of when the meeting is held (Saturday morning in the winter), content and if it meeting the needs of the audience.

Mr. Vanderhorst stated that the community has changed but the format of the forum has not. He felt it should be opened up to the whole community. He feels like that will be an opportunity to refresh the format.

Mrs. Harbison asked if there should be a survey sent out to those that were invited regarding the time of year.

Ms. Roesch stated that the largest attended one was held at Good Shepherd Church; however, it was very topic driven. She stated that she felt the time of the forum would always be a challenge for someone to attend.

Mr. Riblet stated that he felt that the City supplies information so readily that people don't see the need for the updates. He stated that in 2021 there would be more development with the roundabout and the Montgomery Quarter. He stated that we should use caution in opening the forum up to the public as we could not forecast the number of those attending. He suggested placing a cap on the attendance for planning purposes.

Mr. Vanderhorst reminded the Committee that a result of last years survey showed no trend or overwhelming support for a specific date, time or location.

Ms. Lynch shared that she felt that by inviting MCLA graduates it improved recruitment efforts for future classes as the students felt that they were attending a special presentation that was exclusive to them.

Mr. Riblet explained that the City does have a form letter that is issued as confirmation of the donation that can be used for IRS documentation. Mr. Riblet stated that he would use caution in using that as a marketing tool to obtain donations or sponsorships as that is not the message the City wants to send as a government entity.

Mrs. Harbison stated that she would share the feedback with City Council.

### **Other Business**

Mr. Riblet shared the following meetings and events with the Committee:

- May 11- Neighborhood Leadership Forum
- April 7- Public Works Green House Ribbon Cutting
- April 29 – Volunteer Dinner
- May 8 – City Hall Public Service Recognition Breakfast, 7:30 to 9:00 a.m.
- May 20 – Public Works Recognition Breakfast, 7:30 to 9:00 a.m. (Certificate of Appreciation Jim Stewart)
- October 28 – National First Responder Day

Mr. Riblet stated that both Tom Wolf and Jim Stewart would be invited to a Council meeting to be recognized for their upcoming retirements.

Mr. Riblet stated that Staff would need to begin planning the annual Boards and Commission Training and asked for feedback on the effectiveness of the training and their opinions on holding it.

The Committee discussed prior attendance and the need for it since there were not new Commission members at this time.

Ms. Roesch stated that she thought it might be good to postpone this to next year. The Committee discussed this, and Mr. Margolis made a motion to postpone the Boards & Commission Training until 2021. Ms. Roesch seconded. The Committee unanimously agreed.

Ms. Roesch explained that the Beautification and Tree Commission are working on a new Winter Workshop on identifying wild birds. She stated this would be a new event and asked that the new event application be sent to her. Ms. Gaylor stated she would email it to her.

### **Minutes**

Mr. Margolis moved to accept the February 10, 2020 Government Affairs Committee minutes. Ms. Roesch seconded. The Committee unanimously agreed.

### **Adjournment**

Mr. Margolis moved for adjournment. Ms. Roesch seconded. The Committee unanimously agreed. The Governmental Affairs Committee of Council meeting was adjourned at 5:10 p.m.

  
Chair