

MEETING NOTES: State Emblems Redesign Commission: Sept. 12 Mtg.

Tuesday, Sept. 12, 2023

Noon-1:30pm

[meeting was held virtually]

AGENDA

- Call to Order
 - *Chair Fitch called the meeting to order at 12:05pm*
- Roll Call / Attendance
 - *Lindsey Dyer conducted attendance:*
 - *12/13 voting SERC members present (not present: Shelley Buck)*
 - *2/4 ex officio SERC members present (not present: Sen. Steve Drazkowski, Rep. Bjorn Olson)*
 - *Newly appointed MIAC (Dakota) member, Lower Sioux Indian Community President Robert 'Deuce' Larsen, introduced himself*
- Adoption of Agenda
 - *No discussion; agenda was approved*
- History of the Minnesota State Flag and Seal (Speaker: Bill Convery, Minnesota Historical Society Director of Research)
 - MNOpedia Article: [Minnesota State Flag](#)
 - *Presentation slides are available on the [SERC website](#)*
- SERC Planning: Creative Brief and Timeline Review
 - Proposed Creative Brief for the Flag
 - Proposed Creative Brief for the Seal
 - Proposed Calendar Schedule (for both projects)
 - *Chair Fitch shared an overview of the Creative Brief process and walked through the flag brief, seal brief, and proposed timeline; DRAFT documents are available on the [SERC website](#)*
 - *Commission members provided real-time edits and comments to the DRAFT documents*
 - *There was expressed concern over timeline for public input and public hearings (at the front end of the process, and at the back end of the process) and the tight deadlines for communicating the opportunities for public interaction*
 - *Some word choices were called out (example: use "enduring" instead of "modern"... removing the word "progress"); edits incorporated into the DRAFT documents*
 - *There was a question as to whether a statehood date needed to be included on the seal; "the date hits native people the wrong way; it is the date that we were removed from our homeland"*

- *Size and shape of the flag and seal designs were discussed; general agreement was to continue with a flag size that can fit within 3:5 dimensions and a round/circle seal*
 - *In-person meetings were discussed; several in-person meetings would provide SERC members the opportunity to review concepts and colors live, as well as getting to know each other in-person*
 - *There was an interest in reviewing (and potentially incorporating) past flag/seal submissions (1988 and 2002 Star Tribune contests)*
 - *Related links/resources were shared via chat, during the meeting:*
 - <https://newmnflag.org/designs/north-star-state-flag>
 - <https://newmnflag.org/designs/loonflag>
 - <https://nava.org/good-flag-bad-flag>
- Early public input and responding to SERC inquiries
 - *MNHS shared that they are keeping track of public input; requests that Commission members direct inquiries to the [SERC website](#) for updates; methods of public input will be refined in the near future.*
- Meetings and Next Steps
 - *The Commission agreed to set a weekly recurring meeting; details pending*
- Adjourn

Attachments:

- Proposed Creative Brief for the Flag
- Proposed Creative Brief for the Seal
- Proposed Calendar Schedule (for both projects)