MEETING NOTES: State Emblems Redesign Commission: Oct. 3 Mtg.

Tuesday, Oct. 3, 2023 9:00-10:30 am [Meeting was held virtually]

AGENDA

- Call to Order
 - Chair Fitch called the meeting to order at 9:01 am
- Roll Call / Attendance
 - Lindsey Dyer conducted attendance:
 - 12/13 voting SERC members present (not present: President Robert 'Deuce' Larsen)
 - 3/4 ex officio SERC members present (not present: Senator Mary Kunesh)
- Adoption of Agenda
 - Motion to approve the agenda was made by Mazone; seconded by Whitworth
 - No discussion; agenda was approved
- Updates from Chair/Vice Chair
 - Chair Fitch congratulated the Commission on launching the public submission process and form 1 month after convening the first meeting
 - Thanks were given to Fish & Richardson for their pro bono assistance with the submission guidelines and language
 - MNHS shared an update that ex officio (non-voting) SERC members have speaking privileges, but not voting privileges. Without certainty on their ability to make motions, it would be best for ex officio members to not make motions.
- Public input/submissions launch
 - Update on launch
 - MNHS shared that the public submission form was launched on 10/2/23; over 50 submissions have come in since launch (less than 24 hours ago)
 - Review PR and media actions
 - Allison Ortiz (MNHS) shared an overview of the PR plan for the launch
 - MNHS communications team launched via GlobeNewswire and 2,000 media contacts throughout the state; it will be a 2-day effort
 - Commission members requested access to the media list so they may ensure various communities and rural locations were represented
 - Commission members requested access to the press release so they have language to share with their contacts
 - The Secretary of State sent an announcement; the announcement will reach superintendent newsletters, libraries, educational institutions and will expect good traction across the state

- Chair Fitch expressed a desire to have the submission guidelines translated into other languages to increase access and accessibility
- Discussion of past flag contest submittals to current
 - Commission members discussed the logistics around submitting flag designs from past contests (1957, 1983, 1998/Star Tribune, 2002) that may/may not be property of the State
 - It was agreed that any past flag designs would need to be resubmitted so that the artist/designer may sign off on the new submission rules and qualifiers
 - Aaron Wittnebel offered to look further into past flag designs and facilitate whether/not they constitute being resubmitted
 - There was concern about past submissions being relevant in 2023
- Finalist selection process
 - Discuss timeline for posting flag designs
 - The Commission discussed when to reveal the flag submissions to the public, and to the Commission
 - Chair Fitch shared that in design contests, it is standard practice to keep designs closed until the deadline as to protect the original designs of the creator; Vice Chair Gaul supported this practice
 - Commission members expressed an interest in having all of the public submissions available for public viewing after the deadline (Oct. 30, 2023)
 - The Commission inquired about how data practices would come into play with the closed process during open submissions (10/2-10/30); MNHS shared that they would look into this issue and report back
 - Discuss options for sorting and ranking designs
 - MNHS shared that they are still working on how to deliver the designs to the Commission, and how to share with the public; the number of entries would dictate the technology
- Meetings and next steps
 - Commission members should make plans for in-person meeting(s)
 - There will be at least 2 in-person meetings to begin to plan for:
 - Nov. 13-17 for determining the finalists, and
 - Dec. 4-15 to determine final designs
 - Commission members expressed an interest in hybrid options
- Chair Fitch adjourned the meeting.