

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*

