

## **MEETING NOTES: State Emblems Redesign Commission: Nov. 14 Mtg.**

Tuesday, Nov. 14, 2023

9:00-10:30am

[Meeting was held virtually]

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### **AGENDA**

- Call to Order
  - *Chair Fitch called the meeting to order at 9:00 am*
- Roll Call / Attendance
  - *Lindsey Dyer conducted attendance:*
    - *11/13 voting SERC members present (not present: Shelley Buck, President Robert 'Deuce' Larsen)*
    - *3/4 ex officio SERC members present (not present: Sen. Steve Drazkowski)*
- Adoption of Agenda
  - *Motion to approve the agenda was made by Harralson; seconded by Wittnebel*
  - *No discussion; agenda was approved*
- Updates from Chair/Vice Chair
  - *Chair Fitch gave a brief update about flag materials (fabrics, color swatches, etc.) that he has received; materials will be brought to the Nov. 21 in-person meeting*
- Update on submissions and PR/media
  - *MNHS provided an update on number of submissions and media:*
    - *There were a total of 2,123 flag and 398 seal submissions*
    - *There were approx. 300,000 page views on the flag and seal websites since they went live*
    - *Approx. 3,000 public comments have been received, to date*
    - *There continues to be extensive media coverage locally and nationally*
- Discussion: Flag and Seal design submissions
  - Opportunity for Commission members to:
    - *Discuss their methodology in selecting top designs*
    - *Ask questions about the process*
    - *Discuss overarching design themes (not individual designs)*
  - *Commission members shared their process for reviewing and narrowing down design submissions. Some process methods included:*
    - *Multiple reviews of all submissions prior to selecting top designs*
    - *Leveraging public comments to inform selections*
    - *Inviting others (via a viewing party) to review selections and gather real-time feedback from individuals with various backgrounds, perspectives, and color/eyesight differences (example: color blind individuals)*
    - *Asking children about their favorites*

- Specialist testimony (9:45am)
  - Dr. Jonathan Good (Seal design testimony)
  - *Dr. Good provided testimony on “what makes a good seal design” which included some broad differences between flag design and seal design*
    - *Flag - simple, instant, denotes the state*
    - *Seal - doesn’t need to be as simple, it is not a logo or branding; a seal is official*
    - *Overall, a seal should be round in shape with a ring around the outside for writing (no symbolism in the ring itself)*
    - *The inside of the seal can include a “scene” or an abstract arrangement of objects:*
      - *It was encouraged that we avoid including human figures or buildings in the seal; natural elements from the state are welcome*
      - *Dr. Good shared that recreational icons (like hockey, fishing, etc.) are not ideal for a seal*
  - *The Commission discussed the state motto L'etoile du Nord (translation: “Star of the North”) and its language (French).*
    - *Information about the state motto can be found [here](#)*
- Meetings and next steps
  - Update on in-person meetings
    - Nov. 21: 1-5pm and 5-9pm (as needed)
    - Dec. 12: 1-5pm and 5-9pm (as needed)
    - Dec. 15: 1-5pm (as needed) [TBD Virtual or in person]
- Adjourn
  - *Chair Fitch adjourned the meeting at 10:19am*