

RE: Resolution adopting new city flag design

Background:

In 2022, council voted to adopt new branding for the city through adoption of a new city seal, and authorizing the city administrator to oversee the updating of the city branding including logos, fonts, colors and other design elements of the city's brand. However, council did not update the city flag design at the time of the adoption of the new city seal and subsequent implementation of updated branding.

Our current city flag does not match any of the current city branding because it was designed to integrate our former city logo. The current flag was adopted by council in November of 2017 following a design contest. The winner of that contest, Tracy Southard, owner of OceanWild Designs in Ocean View, Delaware, received a \$1,000 prize for winning the contest to redesign our city seal, flag and police patch. Her designs were selected as winners by the council at the time because they integrated the city logo we were using at the time.

To develop potential flag designs which integrate the branding adopted in 2022 (which the city did not pay any fees nor pay any prize money to develop), I collaborated with a local graphic design professor at Drury University to create vector files for various design concepts developed by staff, council members, and some based on ideas suggested by the public. Matt Noblett donated his time and skill to assist us in creating vector art for sketches we submitted to him. The files he created using professional graphic design software are ready to be sent to any vendor which can produce flags for purchase.

At each step of this process, I have made every effort to follow best practices of flag design as promoted by the North American Vexillological Association (NAVA) through a pamphlet they publish titled "Good Flag, Bad Flag: How to Design a Great Flag" which was compiled by Ted Kaye. This book is widely cited as the best available guidebook for organizations going through a flag design process. Considering those principles of flag design, considering our prior preference for integrating the city logo into the flag design, and in developing meaning and interpretations for the designs, I narrowed down the possibilities to 6 which I felt were the best possible implementations of the city's new logo mark and presented those to council on August 28th for consideration.

Analysis:

At the August 28th council meeting, council selected 3 finalist designs and directed staff to open an online poll allowing the public to vote for which of the 3 designs were preferred to become the city's new official flag design. This was intended to gauge which of the three finalist designs was preferred.

We collected a total of 1,160 votes between August 30th and September 18th.

- Option 1: 43.71% (507 votes)
- Option 2: 33.10% (384 votes)
- Option 3: 23.19% (269 votes)

Design option 1 (Exhibit A) therefore won the public vote among the three finalist designs.

Recommendation:

Staff recommends council adopt the proposed flag design option #1 (Exhibit A) as the city's new official flag design along with the official interpretation and meaning of the design as presented in Exhibit B.

MEMO SUBMITTED BY:

Drew Douglas | Director of Communications

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RESOLUTION NO. 2023-047

A RESOLUTION OF THE COUNCIL OF THE CITY OF NIXA RETIRING THE CURRENT CITY FLAG AND ADOPTING IN LIEU THEREOF A NEW CITY FLAG.

WHEREAS in 2022, City Council adopted a new seal for the City; and

WHEREAS the City's current flag does not match any of the City's current branding or the currently adopted seal; and

WHEREAS the City's current flag was adopted by the City Council in November of 2017; and

WHEREAS the City Council desires to adopt a new City Flag and official interpretation and meaning of the design of said flag.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF NIXA, AS FOLLOWS, THAT:

SECTION 1: The City Council hereby retires the currently adopted City Flag, said flag shall no longer be used as the flag of the City for purposes of all legal and ceremonial matters.

SECTION 2: The City Council hereby adopts a new City Flag, the design of which shall be as depicted on "Resolution Exhibit A," which is attached hereto and incorporated herein by this reference. Said flag shall be the official City flag for all legal and ceremonial matters and purposes.

SECTION 3: The City Council also adopts the "Design Meaning and Interpretation for Proposed Nixa Flag Design, Option #1," attached hereto as "Resolution Exhibit B," which is incorporated herein by this reference, as the official interpretation of the City flag adopted herein.

SECTION 4: This Resolution shall be in full force and effect from and after its final passage by the City Council and after its approval by the Mayor, subject to the provisions of section 3.11(g) of the City Charter.

[Remainder of page intentionally left blank. Signatures follow on next page.]

RESOLUTION NO. 2023-047

ADOPTED BY THE COUNCIL THIS 25th DAY OF September, 2023.

ATTEST:

PRESIDING OFFICER

CITY CLERK

APPROVED BY THE MAYOR THIS _____ DAY OF _____, 2023.

ATTEST:

MAYOR

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

Exhibit A: Proposed Nixa Flag Design, Option #1 (winner of online public poll.)



FLAG : 60" x 36"

SYMBOL: 20" x 20"

LEFT & RIGHT BAR: 14" x 36"

Exhibit B: Design Meaning and Interpretation for Proposed Nixa Flag Design, Option #1



First, you will notice this design is in red, white and blue, harkening to the colors of our national flag.

Red and blue also have unique meaning for Nixa. “Nixa Red” reminds the viewer of red Azaleas, our official city flower, and represents our passionate commitment to an exceptional quality of life and public service. “Innovation Blue” represents strength, peace, responsibility, wisdom, truth and trustworthiness.

The two parallel bars in “Innovation Blue” represent the James and Finley rivers, between which Nixa is located.

The four converging arrows in “Nixa Red” represent the place which attracts people from all around to make their home. An X in the negative space between those converging arrows marks the spot where you may find that which you treasure most. Historically, the X in the name of our city has symbolized a crossroads, it has also come to signify a multiplier of opportunity. The people of Nixa are the intangible “X factor” of our community. They are our town’s greatest asset. Our potential for forward progress comes from their vision and determination.

The white background represents the opportunity anyone has in Nixa to pursue life, liberty, and happiness. It also represents their opportunity to shape our community’s future, a proverbial “blank slate”.