

..Number

240407

..Version

PROPOSED SUBSTITUTE

..Reference

54-715, 001699, 010631, 180339, 181772

..Sponsor

ALD. BURGELIS AND ALD. CHAMBERS

..Title

Substitute resolution relating to the adoption of a new City flag.

..Analysis

This resolution directs the Election Commission to place a non-advisory triggering referendum on the April 1, 2025 ballot relating to the adoption of "Sunrise Over the Lake" as the official flag of the City of Milwaukee. If the referendum is successful, this resolution will adopt "Sunrise Over the Lake" as the official flag, and rescind the Common Council file which adopted the current City flag.

..Body

Whereas, The current City flag was accepted by the Common Council on January 25, 1955; and

Whereas, In 2001, Common Council Files 001699 and 010631 established and amended a flag design competition which did not result in the selection of a winning design; and

Whereas, Common Council File 180339 adopted July 31, 2018, directed the Milwaukee Arts Board to develop a process to determine whether a new flag is necessary, establish and implement a process for the development and adoption of a new official flag, and develop an estimate of the cost of adopting a new official flag; and

Whereas, On September 25, 2018, the Milwaukee Arts Board determined that a new flag is necessary; and

Whereas, On November 13, 2018, the Milwaukee Arts Board determined that the process for considering, reviewing and recommending design for a new official City flag should be to issue a Request for Qualifications or a Request for Proposals; and

Whereas, Common Council File Number 181772, a resolution directing the City Clerk to issue a Request for Qualifications and Request for Proposals for designing and adopting a new official City flag, was adopted on May 7, 2019; and

Whereas, The City received no responses to the 2019 RFP; and

Whereas, In the nearly 5 years since the unsuccessful RFP, the Common Council has declined to take further action on the Milwaukee Arts Board's recommendations; and

Whereas, The winning design from the People's Flag competition, "Sunrise Over the Lake", has been organically adopted and is widely used on homes, businesses and local products in every ZIP Code and neighborhood in Milwaukee; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Election Commission is directed to place a binding referendum on the April 1, 2025 ballot relating to the adoption of “Sunrise Over the Lake” as the official flag of the City of Milwaukee; and be it

Further Resolved, That the following referendum question shall be submitted to a vote of the electors at this election:

“Shall the City of Milwaukee adopt the flag designed by Bay View resident Robert Lenz titled “Sunrise Over the Lake” and commonly referred to as “The People’s Flag” as the official flag of the City of Milwaukee and rescind Common Council File 54-715, which adopted the City of Milwaukee’s current official flag?”

; and, be it

Further Resolved, That the following explanatory language shall be available in polling locations on the day of the election:

The current City of Milwaukee flag was formally presented to and accepted by the Common Council on behalf of the City of Milwaukee on January 25, 1955. The Milwaukee Arts Board and the Common Council determined in 2018 that the collage of imagery used in the 1955 design is no longer appropriate or reflective of Milwaukee. Greater Together, a local non-profit, and the People’s Flag of Milwaukee Design Initiative organized an unofficial flag design competition in 2016. A panel of judges chose five finalists from over 1,000 submitted entries. The design submitted by Robert Lenz title “Sunrise Over the Lake” was determined to be the winning entry. The background of the flag is two solid blocks of navy and gold. The imagery is a rising sun over Lake Michigan representing a new day. The light blue bar below the sun symbolize the city’s 3 rivers and the 3 original towns of Juneautown, Kilbourntown and Walker’s Point, which were collectively incorporated as the City of Milwaukee.

; and be it

Further Resolved, That if the referendum is successful, the design “Sunrise Over the Lake” shall be adopted as the official City of Milwaukee Flag; and, be it

Further Resolved, That if the referendum is successful, Common Council File 54-715, which adopted the design submitted by Ald. Fred Steffan as the official flag of the City of Milwaukee on September 21, 1954, is rescinded.

..Requester

..Drafter
LRB179882-10
Kathleen M. Brengosz
10/11/2024