

## Elmer, Linda

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**From:** Lee, Chris  
**Sent:** Monday, July 23, 2018 9:51 AM  
**To:** Elmer, Linda  
**Subject:** FW: Thank you for your "People's Flag" vote

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**From:** Bauman, Robert  
**Sent:** Monday, July 23, 2018 9:51 AM  
**To:** Lee, Chris  
**Subject:** FW: Thank you for your "People's Flag" vote

Please add to the flag file.

**From:** Mary Christine [<mailto:mcpr21@gmail.com>]  
**Sent:** Monday, July 23, 2018 9:34 AM  
**To:** Stamper II, Russell; Donovan, Robert; Coggs, Milele; Bauman, Robert; Borkowski, Mark  
**Subject:** Thank you for your "People's Flag" vote

I wanted to thank you all for your vote regarding designating a new official city flag during last week's Steering & Rules Committee meeting.

I have been one of the few people speaking out against the design and had signed up to share those feelings with the committee. My main issues are:

- Very generic – does not show one unique element of Milwaukee, such as the Hoan Bridge or Calatrava Wings.
- It looks like a spin-off of President Obama's logo, so it was creative when first used and now looks like a knock-off.
- Because it's so generic and not trademarked, anyone can use it for marketing needs, which could put the city of Milwaukee in jeopardy.
- Just because someone wins a contest, doesn't mean the city needs to change.
- This entire process only embraced a specific and small group of individuals.
- Cost. Cost. And how much will this cost?

My comments are coming as both a homeowner/tax payer in Bay View and a marketing executive. Before starting my own firm, I spent 16 years in ad agencies and have seen firsthand what happens when creative leads and strategy does not exist, which seems to be the situation here.

That said, this initiation should have been pursued like many others the City has overseen: via an issued RFP with clear objective's set. Because this group held a contest, the city is left to accept the creative as-is, whereas an RFP would enable desired changes to be implemented, presenting you with creative that was approved by an elected panel and best represents the city.

Thank you Alderman Bauman for redirecting this initiative, and again, thank you all for supporting this motion.

Best regards,

Mary  
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