



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

MILWAUKEE ARTS BOARD OFFICIAL CITY FLAG SUBCOMMITTEE

WILLIAM DELIND, CHAIR

**David Flores, Marcela Garcia, Mildred Harpole, Tina Klose,
Diane Kosarzycki, Sandra McSweeney,
Staff Assistant, Molly Kuether-Steele, 286-2775,
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Monday, December 3, 2018

4:00 PM

Room 303, City Hall

1. Roll Call

The meeting convened at 4:14 PM

Individuals also present:

Sally Witte, DCD

Tea Norfolk, LRB

Present 5 - DeLind, McSweeney, Flores, Kosarzycki and Garcia

Excused 2 - Klose and Harpole

2. Review and Approval of Previous Meeting Minutes

The minutes from the previous meeting were approved, with no objections.

3. Discussion Relating to Criteria, Budget, and RFP/RFQ Process for Determining a New Official City Flag Design

Ms. Witte stated she spoke with Ald. Murphy and he stated that the Subcommittee not focus on the cost, but list things that could incur a cost. The Subcommittee discussed the following questions related to creating an RFP/RFQ process.

1) Should the MAB issue an RFP for a team to facilitate listening sessions/community engagement meetings AND an RFQ/RFP for a designer/design team (who will attend all engagement meetings)? Who should serve on the RFP panel?

Ms. Kosarzycki stated the design team will be at the meetings to hear the public comments. Ms. Garcia asked what criteria would be used to evaluate the qualifications of the respondents. Mr. Flores stated it is incumbent upon the respondents to provide the requested services. Mr. Flores stated there should be one solicitation could include all the requested services. Ms. McSweeney asked if there are there checks and balances with two?

Ms. Kosarzycki stated one team would be more cohesive and would prevent things from being lost in translation. The Subcommittee agreed that one team is best.

2) Should the City hire a project manager to communicate with neighborhood partners, work with organizations who will be going door-to-door, coordinate meeting sites and setup, etc.?

Mr. DeLind stated they shouldn't tell the contract how to do their work, but should tell them what to do. Mr. Flores stated someone on City staff would be the project manager, so there is no need to hire someone else. The Subcommittee agreed that a project manager doesn't need to be hired.

3) *Should the consultant/designer applicants be limited to those based in Milwaukee? In the State? Or no limitations? Include travel costs in the contract?*

Mr. Flores stated they should check with City procurement staff regarding this question. Ms. McSweeney stated she would like to see a city resident be given the opportunity. Mr. Flores stated it should be the right firm, regardless of where they're located. He added that locality can be added to bring in the local element. Ms. Kosarzycki stated they should be diligent with costs because they want to be good stewards of the money. Mr. Flores stated it is customary to pay for travel expenses. Ms. Garcia stated being cost-effective is important.

4) *What are the minimum qualifications for a designer/design team? Can students apply? Those whose primary employment field is not art or graphic design?*

Mr. Flores stated he's not sure how the minimum requirements should be stated, but someone might be unnecessarily excluded. Ms. Kosarzycki stated a college student may be a great designer, but might not have the marketing experience to do all the necessary outreach. Mr. Flores stated there shouldn't be minimum requirements, but they should indicate what the Subcommittee is looking for.

5) *Will the City issue any flag design criteria? Would the MAB delete as criteria any of the following guidelines issued by the North American Vexillological Association? Any additional criteria?*

a. *Keep It Simple. The flag should be so simple that a child can draw it from memory.*

b. *Use Meaningful Symbolism. The flag's images, colors, or patterns should relate to what it symbolizes.*

c. *Use 2 or 3 Basic Colors. Limit the number of colors on the flag to three which contrast well and come from the standard color set.*

d. *No Lettering or Seals. Never use writing of any kind or an organization's seal.*

e. *Be Distinctive or Be Related. Avoid duplicating other flags, but use similarities to show connections.*

Mr. Flores stated he is against the design criteria because they haven't served the process well, and it defeats the purpose of design if the design criteria are already determined. He stated the RFP should ask about what is the design philosophy of the consulting firm. Ms. Kosarzycki stated she is also against the criteria because the best design could have 4 colors. Mr. Garcia stated she is more interested in the design philosophy and how the firm will take the community feedback and create a design. Mr. DeLind stated the vexillological criteria are not inclusive enough.

6) *From the RFQ should a panel narrow the field to 3-5 finalists who will be asked to attend all listening sessions? Would they be paid to attend all sessions? If all finalists are invited to submit designs, how many designs? Or should only one designer be chosen from the RFQ?*

Mr. Flores stated it would be helpful to know the cost upfront because that's what people are honing in on. Ms. McSweeney cost seemed to be the factor of most concern after reading the comments. Ms. Witte stated inclusivity was also very important from the comments. Mr. Flores stated only one design should be chosen from the RFQ. The Subcommittee agreed that only one awardee should be chosen, instead of having finalists.

7) *How many listening sessions/public engagement meetings are optimal? All Aldermanic Districts? All except for those council members who opt out? What should be the role of Council Members in the process?*

Ms. Kosarzycki stated the meetings should be in all aldermanic districts, and opting out shouldn't be an option because it's not fair to their constituents. She stated alderpersons can do email blasts, press releases, newsletters, social media, information on their websites, etc. She stated maybe it shouldn't be by aldermanic

district, but maybe by different citizen groups. Ms. McSweeney stated the alderpersons should make the decisions about how many meetings to have and where they should be. Mr. Flores stated it should be included in the RFP what the awardee thinks is appropriate. Mr. DeLind stated the alderpersons should play a role in deciding how to have the meetings and how their constituents are represented. He stated the RFP should state that there are 15 aldermanic districts representing the entire city and they need to make sure the constituents are represented in the decisions that are made. The Subcommittee agreed the alderpersons should decide how to engage their constituents and the design team should determine how that is accomplished.

8) Will the designer be asked to submit more than one design? Will there be a public hearing/public comment period to respond to the design(s) before a final Common Council vote?

The Subcommittee agreed that the designer submit at least 3 designs. Mr. Flores stated yes there will be a public comment period.

9) How will the public participate in choosing the final design? Email? Snail mail ballot? How will we know if those voting are City of Milwaukee residents? Who will make the final decision?

The Subcommittee agreed that the public will submit comments during the public comment period. The Subcommittee agreed that the final designs will be submitted to the Council with the public comments prior to Council vote.

10) How will the City ensure the process is more inclusive? a. Language Translator?; b. Marketing materials in Spanish, Hmong, Burmese, Russian, Arabic?; c. Venues must be ADA accessible; d. Sign language translator must be provided if requested; e. Daytime/Evening meeting hours?; f. PR through all electronic and print media channels including community newspapers?; g. Advertise in Daily Reporter? Radio spots? Print ads?; h. Deliver door hangers on all 232,000 households?; i. Insert materials in water bills?

Mr. Flores stated it should be indicated in the solicitation that inclusivity is very important to the process and ask how they will meet the goals of process. Ms. Garcia stated the intergenerational component should be added to the list. Ms. Kosarzycki stated the 5 languages are required by the State for County healthcare information. Mr. Flores stated the Housing Authority provides information in Spanish, Hmong, and Russian. Ms. Garcia stated there should be language translation whenever possible. Mr. Flores suggested the following language "marketing materials should be in English and other languages, such as Spanish, Russian, Hmong, and other languages to be determined".

The meeting adjourned at 5:18 PM.

Molly Kuether-Steele
Staff Assistant

Items related to this meeting can be found in the following file:

[180934](#)

Communication relating to the 2018 activities of the Milwaukee Arts Board.

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