

Hyattsville Flag Redesign Committee
Minutes

Scheduled Time: 7:30 pm Date: May 15, 2024
Location: 4310 Gallatin Street-Multipurpose Room.

The meeting began shortly after 7:33 p.m.

In attendance: Michael Fischer, Katie Burk, Paul Hrusa, and Jamila Hinds

Also Present: Deputy City Administrator Laura Reams, Deputy City Clerk Nate Groenendyk, Councilmember Jimmy McClellan, and Video Supervisor Jonathan Alexander

1. Approval of 5/1 minutes
 - Jamila Hinds agreed to capture minutes to today's meeting.
 - Those in attendance took a moment to review the previous minutes.
 - Jamila Hinds made a motion to approve the 5/1 meeting minutes, Michael Fischer seconded, and then the motion was carried unanimously.
 - Michael Fischer noted that there were already three official flag design submissions and three emailed questions. Michael has responded to the emailed questions and is open to suggestions on handling responses going forward.

2. Review print materials status
 - Laura Reams presented the initial printed batches of flyers, posters, and yard signs; confirmed that the submission box is at Driskell Park with one of the yard signs posted next to it; noted that the poster for the submission box and bellies will be printed on Monday; and reminded the committee about the option to create a sticker for the Life and Times.
 - Michael Fischer noted that committee member Sam Jackson has drafted outreach emails that are ready for review in SharePoint.
 - Paul Hrusa asked if the submissions could be saved to SharePoint, and Jamila Hinds agreed to save those files to a new SharePoint folder for committee review
 - Nate Groenendyk indicated that the Library agreed to take flyers and posters
 - Jimmy McClellan suggested that the paper submissions be scanned and saved with the SharePoint files as well
 - Laura Reams confirmed that flyers were shared with the Youth Center

3. Plan flag day social media campaign
 - Michael Fischer noted the plan for June 14 (Flag Day) as the push date for submissions
 - Jamila Hinds noted June 8 (Trolley Trail Day) was discussed as a potential teaser day
 - Laura Reams led discussion about the flag redesign social media posts so far
 - Nate Groenendyk proposed that the committee reach out to Hyattsville Wire (Founding Editor: Alison Beckwith), an active social media source for local news.

- Laura Reams confirmed that the Communications Manager may be the best person to reach out, a story could be created for the Wire, and a group email exchange to prompt the committee to generate quotes for the story as needed.
- Laura Reams mentioned OurHyattsville
- Paul Hrusa suggested posting about the history of the Hyattsville flag
- Katie Burk suggested post about the current flag and how it breaks the rules
- Jimmy McClellan noted the benefits of communicating the history and the need for a design representative of the community
- Jamila Hinds agreed to help with Instagram needs
- Katie Burk plans to translate the existing materials into the social media formats

4. Discuss Video

- Jonathan Alexander was introduced to the committee members and began discussion of the initial video request and known variables and limiting factors (i.e., time and budget), and understands the intent to encourage people to submit their designs
- Discussions continued about the need to define the “why” and the idea that ‘everyone loved the Maryland flag’ but no one knows the Hyattsville flag – raise awareness – point to website
- Nate Groenendyk proposed a video plot centered around “Flag Day Party” with two characters with a complete dialog leading up to next flag day being better with the new flag
- Paul Hrusa proposed a takeoff on Nate’s idea where two characters are comparing/ appreciating the United States, Maryland, and Hyattsville flags – Jimmy McClellan proposed a record scratch sound effect when panning to the Hyattsville flag – and the video can continue to content about the call for flag redesign submissions
- Jonathan Alexander noted the need for examples to work from or references to reverse engineer into new content
- Jamila Hinds noted interest in sharing successful social media content created by Milwaukee Public Library
- Additional discussion about distilling the submission to about five selections and the need to have more than one selection for the final presentation to the City
- Jonathan Alexander reminded the committee that the content should be super simple
- Jimmy McClellan proposed that the video focus on the finalists, noting the successful social media campaign created by GWU when renaming their sports team from to the Revolutionaries

5. Open discussion for final topics

- Per Michael Fischer, the next meeting will need to focus on the scheduled activities of the community engagement plan – Jamila shared the last confirmed April 17 meeting minutes with the proposed dates to review again

- Nate Groenendyk asked about the committee's plans for June 8 (Trolley Trail Day) and there was no confirmed availability for attendance so far
- Jamila Hinds suggested scheduling the next meeting, and the committee discussed potential dates, and Michael Fischer noted the need for scheduling feedback from the additional committee members
- The committee will schedule the next meeting via email. Potential Wednesday dates are May 29 or June 5 at 7:30 pm in the multipurpose room of the City Building.

Michael Fischer made a motion to adjourn the meeting. The motion passed unanimously. The meeting adjourned at approximately 8:20 pm.