

# Hyattsville Flag Redesign Committee Meeting Minutes

Date: 5/29/2024

Time: 7:30

Location: City Building Multipurpose Room, 4310 Gallatin Street

The meeting began at 7:31.

In attendance: Monica Gorman, Katie Burk, Domonique Gibson, Michael Fischer, Sam Jackson, Paul Hrusa

Also present: Deputy City Clerk Nate Groenendyk, Council Member Sam Denes

1. Sam Jackson moved to approve 5/1 minutes; Michael Fischer seconded; motion passed unanimously
2. Discussed social media campaign
  - a. HLT has reached out to do a story; Sam Jackson will give them a quote
  - b. Domonique Gibson will talk to the Hyattsville Wire, emphasizing the historical angle since they've been writing about that over the past year or so
  - c. Monica Gorman will reach out to the @ourhyattsville Instagram and ask for the week of Flag Day
  - d. Paul Hrusa will put together a social media toolkit with information, recommended hashtags, etc
    - i. #HVLnewflag
  - e. Nate Groenendyk will reach out to the city communications department and ask them to do a post based on this toolkit and Katie's graphics that aligns with the city's social media practices (they typically don't do more than one post on a given topic, per Sam Denes)
  - f. Monica Gorman will post on HOPE; people will generally promote the flag redesign to their own social networks
  - g. Pushing the video out until later
3. Started discussion of how to evaluate submissions
  - a. Deadlines/schedule for reference:
    - i. Submissions due by June 30
    - ii. July 1-August 15 committee reviews and selects "semifinalists"
    - iii. August 16-September 1 community feedback
    - iv. September 2-September 20 committee reviews and prepares recommendation to council
  - b. Meetings planned:
    - i. July 10 initial review meeting, assess how much time it's going to take
      1. Members will look over submissions independently beforehand, look for themes, rate as discussed below, etc
    - ii. July 23 pick semifinalists and decide any redesigns to send to test printing
    - iii. Further meetings in between as necessary (TBD at 7/10 meeting)
  - c. Evaluation criteria
    - i. Rate each flag out of 5 on each criterion (but don't need to be bound by this score)

1. NAVA guidelines
2. Representation of Hyattsville (symbols, etc) including longevity/timelessness
3. Overall aesthetics
  - ii. Don't need to be bound by numeric scores but can use them as a starting point for discussion
  - iii. Average scores in shared spreadsheet (Michael Fisher will draft)
  - iv. Sam Jackson will create filename convention for ease for ease of discussion
4. Discuss agenda for next meeting, including how to collect community feedback on semifinalists

Sam Jackson moved to adjourn the meeting. Michael Fischer seconded. The meeting adjourned at 8:18.

Minutes prepared by Monica Gorman.