



Roll Call Number

Agenda Item Number

55-I ✓

Date October 14, 2019

**AFFIRMATION OF ADOPTION AND DESIGNATION OF THE THREE BRIDGES FLAG
DESIGN AS THE OFFICIAL FLAG OF THE CITY OF DES MOINES, IOWA**

WHEREAS, in 1974 a city-wide contest for the design of the official flag of the City of Des Moines, Iowa was held and the red, white and blue three bridges design submitted by Mr. Walter "Bud" Proctor, as shown on the attached Exhibit A, was declared the winner; and

WHEREAS, on April 15, 1974, by Roll Call No. 1392, the City Council adopted such three bridges design as the official flag of the City of Des Moines, Iowa; and

WHEREAS, in 2008, the City Manager's Office introduced a City logo consisting of a downtown skyline and arch to be displayed and used for professional, business, and branding purposes, such as designating City programs, services and facilities, on City facility and vehicle signage, on the City website and other media, and on City letterhead; and

WHEREAS, the City Council desires to affirm the adoption and designation of the 1974 three bridges design as the official flag of the City of Des Moines, Iowa.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Des Moines, Iowa, hereby affirms the adoption and designation of the red, white and blue three bridges design, as shown on the attached Exhibit A, as the official flag of the City of Des Moines, Iowa.

BE IT FURTHER RESOLVED that the City logo may continue to be used for professional, business, and branding purposes as generally described above.

(Sponsored by Mayor Cownie and Councilmember Coleman, and Councilmember Mandelbaum)

Moved by _____ to adopt.

Approved As To Form:

Ann DiDonato

Ann DiDonato, Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
BOESEN				
COLEMAN				
GATTO				
GRAY				
MANDELBAUM				
WESTERGAARD				
TOTAL				

MOTION CARRIED

APPROVED

Mayor

CERTIFICATE

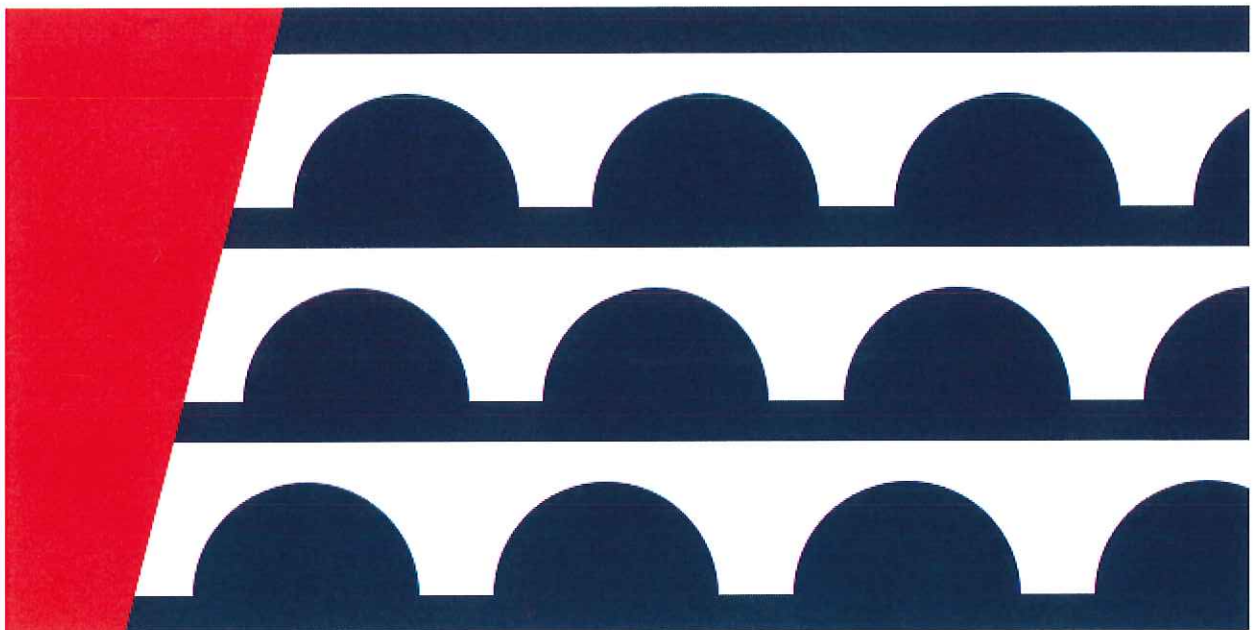
I, LAURA BAUMGARTNER, Acting City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Acting City Clerk

Exhibit A

City of Des Moines, Iowa flag design



Roll Call Number

★ 1392

Date April 15, 1974

WHEREAS, the Greater Des Moines Chamber of Commerce recently conducted a contest on behalf of the City Council of the City of Des Moines to obtain proposals from residents of this City during the month of March, 1974 for an official flag for the City of Des Moines; and

WHEREAS, a panel of judges has chosen from among the many designs proposed and submitted in said contest the flag design most attractive and representative of this City, its residents, and its environs, and said panel has submitted said winning design to the City Council of the City of Des Moines, Iowa to be designated as the official flag of the City of Des Moines, Iowa; and

WHEREAS, such flag should now be formally designated by the City Council of the City of Des Moines, Iowa as the official flag of this City; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa:

That the flag design hereto attached, in the colors and of the proportions shown, be and hereby is adopted as the official flag of the City of Des Moines, Iowa.

Moved by Woods to adopt.

COUNCIL ACTION:	YEAS	NAYS	PASS	ABSENT
BUSS	✓			
LA VINE	✓			
McCOLLUM	✓			
SCOTT				✓
URBAN	✓			
WOODS	✓			
OLSON	✓			
TOTAL	6	0	0	1
MOTION CARRIED	APPROVED			
Richard E. Olson Mayor				

CERTIFICATE

I, MARGARET VERNON, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Margaret Vernon

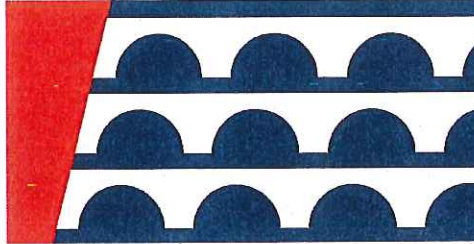
City Clerk

Memorandum and Recommendation

October 14th, 2019

To: Des Moines Mayor and City Council
From: Chris Coleman, At-Large Councilmember
Subj: City Flag Recommendation

I write to request your support in designating an official City of Des Moines Flag. I am proposing we official name the following:



At the Council meeting on October 14th, I am asking that we approve the following motion:

- The Council approves as policy that the City of Des Moines Flag will be officially known as the “Three Bridges Flag” as it is commonly known, as was first designated on April 15th, 1974.

From my very first City Council announcement, this city flag has flown behind me. I am proud of the flag. It represents the city I love. So many love the flag because of its deep meaning and connection to the soul of our city. I spoke to this at my first swearing-in:

The best image for the city and for me, as a Council member, is not the river. Rivers tend to divide us. In this city it divides the east side from the west side; and again the south side from the rest of the city.

While rivers divide, bridges unite. They bring us together. Let's continue to be a community that unites.

Here is the truth about the way I see it. We still only have one flag designated. Its from 1974. On my Bucket List is fixing this accident of history.

You will find some attached documentation that shows in 2008 (I was there – ha). We had a workshop related to an updated city logo. Presented was a powerpoint; and later a newsletter article. But in no place or at no time was the city FLAG mentioned. Our Flag was never, in my mind, intended to change. The logo was for official documents, letterhead, business cards, website, etc.

Further, staff never returned to ask the Council to approve or designate the materials. There was never a vote in 2008 to supersede the designation first made in 1974.

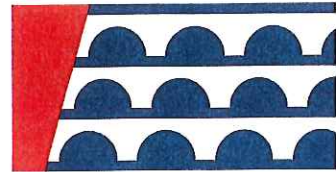
Soon thereafter, the materials started to change with the new logo. I liked it. Until I saw the Flag change. I hated losing that history and meaning. It has never set right with me since. The Flag is too strong a statement and still a relevant and living challenge for the way to do government in Des Moines.

I will also say, that in my service on the Council many people stand out. Few stand as tall as a citizen named Gerald LaBanc. An east side champion of our veterans, our cemeteries and our parks. He was also deserves credit for starting the process for naming our flag the first time.

I'd finally like to thank Mason and Emily Kessinger, who have created FlagofDesMoines.com with a goal of community pride and rekindling our appreciation for the beloved Flag.

FYI: This action is not intended to change the city logo used for professional, business, and branding purposes.

October 9, 2019



Dear Chris,

It is with excitement and a sense of civic pride that I write this letter.

Every great city deserves a great symbol – for us – that is our one and only true original flag. I am grateful for your idea to have it be reinstated and in full support of its resurgence in our city, on buildings, businesses, in yards, on cars, and as a piece of our story.

The bridges and rivers that define our city – that are echoed in the design of the flag – are a part of who we are. People that grew up here that no longer live here get it; people visiting our city for the first time see it for their own eyes. Near and far – people have been supporting our original flag and wearing it, flying it and displaying it with pride.

I believe in the power of symbolism and in our city. I, and thousands of other citizens (though I haven't counted in total) agree. Bring it back. Restore the image to reflect our connectivity, our communities, east and west, which make Des Moines a place people love visiting and love to call home.

Emily Kessinger

From our friends at FlagofDesMoines.com:

The Flag of Des Moines

Between the years of 1974 to 2008 this flag was flown throughout Des Moines. We believe this emblem has the ability to unite our city as a recognizable piece of civic pride. The flag represents the rivers and bridges that connect us — east and west, north and south — and visually define Des Moines. Our aim is to help spread interest in this piece of our history.

History

In March of 1974, a seventh-grade teacher named Gerald LaBlanc and some of his students from Callanan Middle School persuaded the City Council and Greater Des Moines Chamber of Commerce to host a citywide flag design contest. There were nearly 400 entries from Des Moines residents — ranging from toddlers to senior citizens. The contest winner was Walter “Bud” T. Proctor, an editor, publisher, and founder of American Host, a hotel-motel-resort industry magazine. Of his design, Proctor said, “...I wanted simplicity... an easy-to-recognize symbol people could see and recognize at once.”

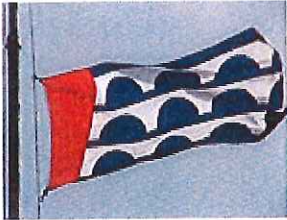
Proctor’s red, white, and blue design drew from central features of our city: the Des Moines River and the Walnut, Locust, and Grand Street bridges that connect our downtown ecosystem.

The flag was officially adopted in April of 1974. By 1975, it was being flown outside of businesses and residences across the city. In the years that followed, it was used as a logo and symbol for the City of Des Moines, appearing on city letterhead and other material.

In the 1990s, production of the flag was retired though the flag continued to fly around town. In 2008, the fate of the flag was sealed as the City of Des Moines rebranded and stopped flying our fair flag. Since that moment, the flag of Des Moines as we once knew it has appeared less and less over the last decade.

From the Internet way-back-machine:

City of Des Moines old old website:



The official City of Des Moines flag was designed by [Walter T. \(Bud\) Proctor](#) of Des Moines and represents the linking of the east and west sides of the city by the Grand, Locust, and Walnut Street bridges.

The idea to have a city flag was presented by Gerald LaBlanc's seventh grade class from Callanan School at a City Council meeting in October 1973. The council appointed a flag committee, and in March of 1974 the Chamber of Commerce sponsored a citywide, all-eligible contest that attracted 383 entries.

The entries were judged by a diverse group of experts consisting of:

Ron Dunham, President, Art Directors Association of Iowa
Philip G. Hockett, local flag enthusiast
Condon Kuhl, Drake University Art Department
Frank Miller, Des Moines Register editorial cartoonist
Peggy Patrick, Assistant Director of the Des Moines Art Center
George C. Whitmer, former mayor of Des Moines

The winning design was adopted by the City Council in April 15, 1974.

The flag consists of a red portion at the hoist with the balance of the flag featuring a blue background signifying water, and three white bridges, representing the Walnut, Locust, and Grand bridges in downtown Des Moines.

Winning designer, Proctor, says "I wanted simplicity...and easy-to-recognize symbol people could see and recognize at once." (See more about the design.)

In a brief ceremony, the flag was first raised at City Hall on March 31, 1975 with Mayor Pro Tem, Jack Woods presiding. The flag still flies every day at the Des Moines City Hall (400 Robert D. Ray Drive) and at many city facilities across the metro area.

Des Moines Flag

Support Materials

The following pages are from 2008

1. Powerpoint presentation at Council Meeting

(note: nothing about City Flag)

2. Schedule of planned Logo changes

(note: nothing about City Flag)

3. City Newsletter about changes

(note: nothing about City Flag)

CITY OF DES MOINES CITY SOURCE

Your Direct Link To City Hall

October 2008

THIS ISSUE

Recycle & Roll..... page 5

Flood 2008..... page 8

Test Yourself Online... page 7

Youth Basketball..... page 4

Smart Card

Parking Meters..... page 6

City Introduces New Logo

Almost everywhere you look in Des Moines the landscape is new or improved. The downtown, city parks, bridges and many of the neighborhoods are enjoying growth and development. The constant renewal across the landscape has inspired the city to create a new logo that reflects Des Moines' new image.

A logo team of city employees from across the organization worked on the new design and the implementation plan for the new image. "The team was charged by City Manager Richard Clark to come up with a new look that reflected the new image of downtown and the progressive development of the community," said Amelia Hamilton-Morris, Chief Communications Officer who

(continued on page 4)

City Gets High Marks in Resident Survey



Richard A. Clark
City Manager

Phone: 515-283-4141

Email: CityManager@dmgov.org

This summer we asked you what you thought about Des Moines and what you felt were the most important

things for us, your city government, to continue to strive to improve. This annual survey was done by ETC Institute for the fifth time and it offers a comparison of results from previous years: 2004, 2005, 2006 and 2007.

We appreciate the time investment of those who completed the survey, and we welcome your feedback at anytime. This year the questionnaire was seven pages long and took about 20 minutes to complete. It was completed by mail and phone by a random sample of residents during June and July – probably not the time I would have chosen since we were in the middle of flood fighting, but nonetheless, the process moved forward.

We can all take pride in the results. The responses were overwhelmingly positive and I'm happy to report satisfaction is high in our community. Most of those surveyed were satisfied with the overall quality of city libraries (91%), the quality of fire protection (90%), the quality of the Des Moines International Airport (83%) and the quality of police protection services (77%). Residents were least satisfied with the overall fairness of city taxes and fees (30%), an issue that we are working to address. Currently, state law limits the options available to us, but we have initiated an effort to work collaboratively with other city governments in Iowa to come up with

(continued on page 6)

Major Survey Findings

Percentage of Those Surveyed Indicating Overall Satisfaction with City Services

Quality of public safety
2007 71% 2008 72%

Quality of community assets
2007 70% 2008 70%

Quality of customer service from city employees
2007 65% 2008 69%

Quality of downtown Des Moines
2007 63% 2008 68%

Quality of learning opportunities
2007 68% 2008 65%

City's entertainment destinations
2007 60% 2008 64%

Quality of neighborhood/commercial retail
2007 54% 2008 59%

The city as a welcoming community
2007 55% 2008 58%

The city as a supportive community for youth/family
2007 57% 2008 58%

The city's efforts to communicate with you
2007 48% 2008 56%

Efforts to conserve energy/protect environment
2007 41% 2008 48%

Overall quality of jobs and the economy
2007 50% 2008 42%

Overall fairness of city taxes/fees
2007 31% 2008 30%

CITY OF DES MOINES

Nearly 1,000 Youth Participate in City's Basketball Program

For 15 years, the Park and Recreation Department's Youth Basketball program has been providing fun and competition for boys and girls ages 3 through 14. The youth basketball leagues are run by Parks' Leisure Sports staff members, with games officiated and scored by experienced personnel and league standings recorded and kept throughout the season.

Registration for this season runs through October 22. Games are played on Saturdays and Sundays and begin the week of November 8. The season ends March 8, 2009 and culminates with optional tournament play. On game weekends, over 1,000 players representing more than 90 teams fill the gyms at Brooks Community Center, 2100 SE 5th Street, and Scott Four-Mile Community Center, 3711 Easton Boulevard. Over the course of each weekend about 2,000 spectators fill the bleachers, including moms, dads, grandmas, grandpas and neighbors who support the players, coaches and officials.

The team registration fee is \$475 for the 12-game season; league tournaments at the season's end have a team entry fee of \$50. Reversible jerseys are provided to players on all teams. While fulfilling the needs of organized teams, the Des Moines basketball program does not forget about the child who's not associated with an existing team. Parks and Recreation has one of the few leagues in the metropolitan area that offers individual youth registration. Individual athletes are placed on a team, provided a coach and a place to practice, for a registration fee of \$65.

The program is run by Parks' Recreation Supervisor Bill Beverly, who is assisted by George Davis. "The purpose of all of our youth programs is to enhance the athletic ability of our youth. Teamwork today means success tomorrow," states Beverly. Coach Davis has led a parallel career for over 35 years as a teacher, high school head basketball and track coach in Des Moines Public Schools and has been a part-time city employee for 37 years. "A youth in sports stays out of courts is a motto I've believed my whole career," Davis said. "What we do for kids today will pay dividends both to them and the community," he added. For more information about the youth basketball program, call Leisure Sports staff at Four-Mile Community Center, 515-248-6310.

City Introduces New Logo

(continued from page 1)

led the team. "We managed to hold down cost by keeping the project in-house, using city staff for most of the work," she added.

The new design is a transformation of the old logo; like the city, it has been updated, taking the old theme of bridges, redesigning it and bringing it into the 21st century. The new image reflects the blue arch of bridges on Martin Luther King Jr. Parkway and Interstate 235 and stretches it across the community, connecting the new urban landscape of downtown to your local neighborhood. It stays in the family of original red and blue colors but uses vibrant new shades. It has a more contemporary feel and emphasizes the bright future that lies ahead for Des Moines.

City employee Jasmin Zulic, a graphic artist and senior web developer in the city's Information Technology Department, designed the logo. The logo team worked on plans for implementing the new logo throughout the organization and establishing quality control standards to protect the integrity of the image. Residents will soon see the new image on the city's website, documents, communications, buildings and vehicles.

Congratulations City Logo Team

Albert Aguilar	Jasmin Zulic	Marlene Anderson	Phillip Vorlander
Amelia Hamilton-Morris	Larry Hulse	Marylee Woods	Phyllis Morris
Ann DiDonato	Mark Folvag	Merrill Stanley	William Jones
Don Tripp			

No More Circling the Block at the Airport

Are you tired of driving around in circles, burning up expensive gasoline just to pick up someone when they arrive at the Des Moines International Airport? The airport touts a Cell Phone Waiting Lot (for attended vehicles only) so you can park while your passengers retrieve their luggage. Once they are ready to be picked up, they can call you on their cell phone and you can meet them at the terminal's curb. The lot has been open since November of 2006, but airport officials suspect many customers are unaware of the lot's convenience and it is therefore underutilized.

The lot is located on the north end of the Economy Parking Lot and just southeast of the parking ramp. The purpose of the 20-parking-space waiting lot is to give people a chance to park free, for a short period of time, with the intent of picking someone up on an arriving flight. People should try to arrive as close to their passengers' arrival time as possible so they minimize the time they spend in the lot. There are signs posted in the Cell Phone Waiting Lot with a phone number for customers to call for flight status, just in case the passengers' flight is delayed, in which case you may want to come back later to pick up your passengers.

"This is another customer service enhancement the airport provides," states Aviation Director Craig Smith. "These lots are extremely popular at other airports for the convenience factor and the consumer's desire to save gas rather than circling the airport's frontage road. In addition, a free motorcycle parking lot near the north end of the terminal provides another amenity for airport customers."





New City of Des Moines Logo Documentation of First Use

Format	Source	Date of First Use
Public Presentation	City Council Workshop	8-18-08
Press Release	Announcement of Logo	8-18-08
Website	Website Footer	9-12-08
Print Media	City Source – City Newsletter	10-1-08
Business Cards	City Manager's Business Cards	10-29-08
Business Communication	City Stationary – Fire Department	12-2-08

New Logo City of Des Moines

City Logo Team 2008

Albert Aguilar	Public Works Department
Amelia Hamilton-Morris	Public Information Office
Ann DiDonato	Legal Department
Don Tripp	Parks Department
Larry Huise	Community Development
Mark Folvag	Engineering Department
Marlene Anderson	Parks Department
Marylee Woods	CMO
Merrill Stanley	CMO
Chief Phillip Vorlander	Fire Department
Phyllis Morris	Human Resources
Cpt. William Jones	Police Department
Jasmin Zulic	Information Technology

8-18-08
WORKSHOP

83

Phase I - Introduction of the Logo

Master Logo
Department Versions



Designed by
Jasmin Zulic
Information Technology Department

City of Des Moines Master Logo



Department Version Logo



Parks Department Version Logo



Implementation Plan

- Phase 1 Introduction
- Phase 2 Implementation
- Phase 3 Quality Control



Phase I - Introduction of the Logo

1. Design
2. Trademark by Legal Department
3. Release for use by organization
4. Release to the media
5. Distribute for use to partner organizations

Phase 2 –Implementation

Begin the roll out process in September



Phase 2 –Implementation September

Provide computer templates for:

- City Letterhead
- Envelopes
- Business Cards

Phase 2 –Implementation September

- Create animated logo to run on Channel 7 station IDs
- Article in City Source Newsletter
- Revise Newsletter banner
- Place on City website
- Place on all marketing materials and products developed for the city.

Phase 2 –Implementation September

Logo team members will work in subgroups to roll out the following:

1. Building Signage
2. Vehicle Signage

COST

Most of the cost is absorbed by using city staff.

Logo Design	Jasmin Zulic IT Department	City Staff	
Implementation Plans	City Logo Team	City Staff	
Media Relations	Public Information Office	City Staff	
Vehicle decals	Outside Vendor	\$13,000.	
Decal Installation	Fleet Services	City Staff	

COST

Most of the cost is absorbed by using city staff.

Building signage Glass decals and plaque sign	Parks Planners and Sign Shop	City Staff	
Signage Installed	Parks Building Services	City Staff	
Stationery and Business cards	As present supplies are depleted orders will be placed for the new design.	Within Present Budget	
Trademark License	License Fees State and Federal	\$1,100.	
Animated Channel 7 Logo/Station ID	Outside Vendor	\$1,000.	

COST

Most of the cost is absorbed by using city staff.

Estimated Expenses

\$15,100.00

Phase 3 Quality Control

Roll out process in October



Phase 3 Quality Control

Develop Logo Use Policy

Logo use guidelines for staff
Administrative Manual Policy

Phase 3 Quality Control

Develop Graphic Standards

Provide a CD with graphic standards to all printing vendors contracted by the City.

Provide various sizes of the logo for official uses in color and black/white on computer network.