



COUNTY OF VENTURA

BOARD OF SUPERVISORS

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Second District

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July 26, 2022

Board of Supervisors
County of Ventura
800 S. Victoria Avenue
Ventura, CA 93009

SUBJECT: Recommendation of Supervisor Parks to Adopt a Resolution Adopting a Design for an Official County Flag for the County of Ventura; Direct the County Executive Office to Coordinate the Creation of the Official County flag and to Develop Guidelines and Prohibitions for Use of the Official County Flag.

RECOMMENDATION:

It is recommended that our Board adopt a Resolution adopting a design for an official County flag for the County of Ventura as shown on Exhibit 1 and directs the County Executive Office to coordinate the creation of the Official County flag and development of guidelines and prohibitions for use of the official County flag to be brought back to the Board of Supervisors at a meeting in September 2022 for consideration and inclusion in the County's Administrative Policy Manual.

DISCUSSION:

On October 12, 2021, the Board formally approved exploration of a new design for the County Seal. On April 15, 2022, the Board approved the launch of a new webpage and community survey on updating the County Seal to seek community input. The draft designs and survey were made available to the public April 15, 2022 to May 17, 2022, at www.ventura.org/seal along with an option for the public to submit their own designs.

There were 15,739 responses to the community survey and 79 new proposed designs submitted by members of the community. The survey indicated a clear preference by the public for Design #4 which depicts the distinctive arch of Anacapa Island with the sun's reflection in the surrounding ocean and a gull flying above. As a result, in Resolution No. 22-065, the Board adopted Design #4 as the new County Seal at its May 24, 2022, meeting with a slight modification to include the year that the County was established. Resolution No. 22-065 further stated that the "County seal may be displayed on an official County flag." The Board further directed that updated guidelines for use of the new County Seal be added to the County administrative manual.

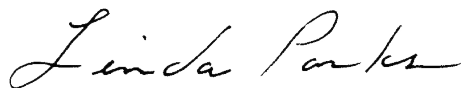
Our County has received requests from County departments, the public, and outside agencies that want to acquire our County's flag, and with the beautiful layout created by the seal's designer as depicted in Exhibit 1, its popularity will likely grow. As with items featuring the County seal, the guidelines for use will note that the public will be able to purchase the County flag if it is also made available for purchase by County employees.

Currently, 25 of the 58 counties across the state of California have adopted official County flags. Now that a new seal has been selected and the 150th anniversary of the County is quickly approaching in 2023, it is an appropriate opportunity to establish an official County flag adopting the design elements of the new County seal as depicted in Exhibit 1 and have it completed by the end of 2022.

Adoption of the attached resolution will adopt the design in Exhibit 1 as the design for the official County flag. Adoption of the resolution will further direct the County Executive Officer to coordinate the creation of the official County flag using the adopted flag design and to develop guidelines and prohibitions for use of the official County flag to be brought back to the Board of Supervisors for consideration and inclusion in the County's Administrative Policy Manual. It is expected that the Administrative Policy Manual changes will be brought to our Board at a meeting in September 2022.

If you have any questions, please contact me at (805) 214-2510.

Sincerely,

A handwritten signature in cursive script that reads "Linda Parks".

Linda Parks
Supervisor, Second District

Attachment – Resolution
Exhibit 1 – County Flag Design