

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Deborah S. Traffenstedt, Administrative Services Director/City Clerk DST

BY: Teri Davis, Senior Management Analyst

DATE: October 4, 2007 (CC Meeting of 11/7/07)

SUBJECT: Consider Adoption of a City Flag

BACKGROUND

On October 3, 2007, the Finance, Administrative and Public Safety Committee (Mayor Hunter and Mayor Pro Tem Millhouse) considered final renderings for the City Flag and selected the attached Alternate 1 to be recommended to the City Council for approval.

The Committee discussed adding a comma between the words "Moorpark" and "California" on the rendering. Although the comma would be grammatically correct, there are several reasons why the City Flag should not have a comma. Flag designs, according to a conglomeration of flag authorities and experts, North American Vexillological Association (NAVA), should be fairly simple. Anything that does not add to the flag should not be on the flag. A NAVA expert was contacted who felt the comma should not be placed on the flag because the design would be simpler and because the comma does not add to the flag. Aside from the NAVA design guidelines and expert opinion, the City Seal does not incorporate commas between "Moorpark" and "California" nor does it use a comma in the date. Omitting the comma in the City Flag design is consistent with the City Seal design.

The colors of the City Seal are the Pantone colors adopted on October 17, 2007, therefore, the only Pantone color to be adopted for the City Flag is that of the blue field. Alternate 1, which was recommended for approval by the Committee uses Pantone Matching System Number 297. Alternate 2 uses Pantone Matching System Number 290.

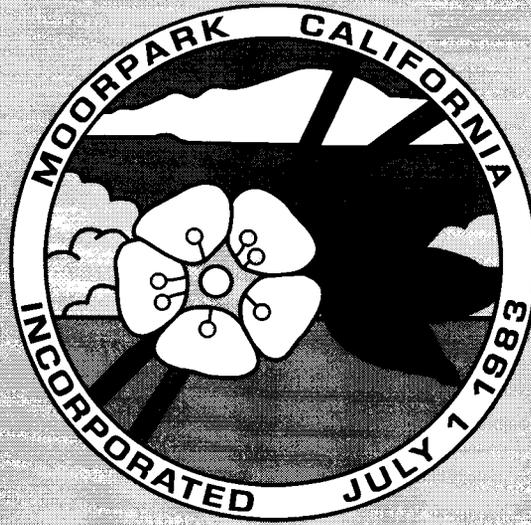
Upon adoption of a City Flag, staff will proceed with a proposal to purchase several flags. Once staff receives costing information, this issue will be brought before City Council again as a future agenda item requesting a budget amendment to procure City Flags.

STAFF RECOMMENDATION

Adopt as the City Flag Alternate 1 attached to the agenda report which includes the corresponding Pantone Matching System Number 297.

Exhibit A: Flag Alternates 1 and 2

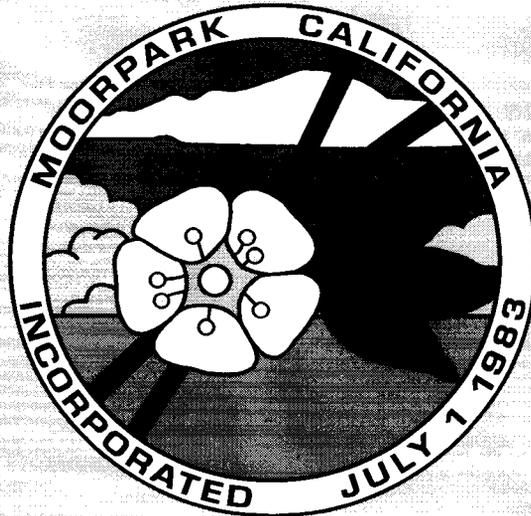
Alt. 1



Moorpark California

City Flag with Pantone Matching System (PMS) 297 Blue Field

Alt. 2



Moorpark California

City Flag with Pantone Matching System (PMS) 290 Blue Field