



# CITY OF SALEM

585 Liberty St SE  
Salem, OR 97301

## Staff Report

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**TO:** Mayor and City Council  
**THROUGH:** Kristin Retherford, Interim City Manager  
**FROM:** Norman Wright, Community Development Director

**SUBJECT:**

Presenting the new City flag.

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Welcoming and Livable Community

**SUMMARY:**

The new City flag is being presented to City Council.

**ISSUE:**

Receive the new City flag.

**RECOMMENDATION:**

Information Only.

**FACTS AND FINDINGS:**

The City Council adopted a new City flag at their July 11<sup>th</sup> meeting. The Council's vote included a request to adjust the color of the flag from red to pink, to resemble a cherry blossom more closely.

As recommended in *Good flag Bad flag*, the pink color of the blossom should look and feel appropriate, while also remaining vibrant on a flag after significant exposure to light. Therefore, the flag has been adjusted back to the designer's original pink color which will maintain its distinctiveness (Attachment 1).

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The new City flag will be presented at the Salem Civic Center's 50th Anniversary celebration on August 18<sup>th</sup>.

**BACKGROUND:**

The old Salem City flag was adopted in 1972, the same year the Vern Miller Civic Center was completed, to usher in a new era of Salem civic pride. It was also used, for a time, as the City logo, the City seal and on various infrastructure around town. The new flag will take its place in Council Chambers and the Peace Plaza.

Lisa Anderson-Ogilvie, AICP  
Deputy Community Development Director

Attachments:

1. New City of Salem Flag