



City of Arts & Innovation

Museum of Riverside Board Memorandum

TO: MUSEUM OF RIVERSIDE BOARD **DATE: APRIL 28, 2021**

FROM: MUSEUM COLLECTIONS COMMITTEE

SUBJECT: ACCESSION INTO THE PERMANENT COLLECTION OF ONE NEW AND FORMER CITY OF RIVERSIDE FLAGS

ISSUE:

To approve a recommendation to accession into the permanent collection one new and two former City of Riverside flags.

RECOMMENDATION:

That the Museum of Riverside Board recommends that City Council approve accession into the permanent collection of one new and two former City of Riverside flags.

BACKGROUND:

At its meeting on December 8, 2020, the City Council reviewed the history of its City flag designs. The flag current at the time of that meeting had been designed by Charles L. Bridges, chairman of the Mayor's Conference on Civic Beauty, and was adopted by City Council on January 17, 1967 by recommendation from the Riverside Chamber of Commerce. Riverside's flag was divided horizontally, gold over blue, with the center containing the City's logo, a bell and rain cross. In 2004, the North American Vexillological Association conducted The American City Flag Survey, wherein Riverside's flag ranked 61st out of 150 flags.

The City Council report further examined the challenges and common results of city flag design efforts. It described a competition held by Riverside Unified School District and Alvord Unified earlier in 2020 to redesign the City flag. On September 17, 2020, the Economic Development, Placemaking, and Branding/Marketing Committee heard a presentation from Mayor Bailey and reviewed flag redesigns from Riverside students and local graphic designer David Lauruhn. The Committee voted to continue the discussion with further designs to be developed by Mr. Lauruhn with input from the committee members and students of Riverside.

On November 19, 2020, the Economic Development, Placemaking, and Branding/Marketing Committee recommended one design from graphic designer David Lauruhn unanimously, with two alternatives. At its meeting on December 8, 2020, the City Council selected the recommended design for adoption.

DISCUSSION:

In its Collections Development Plan, the Museum of Riverside (Museum) identifies areas for growth within its historical collections. This document notes that “Through its collections, the Museum will seek to broaden the inquiry into the ways in which material culture defines a shared understanding of history, place, and identity.” It further pinpoints documentation of “locally branded” content as a target area:

The Local

In its role to document Riverside’s history, the Museum should target such objects as have already irregularly been collected, including business signage, police and fire uniforms, school yearbooks, local sports memorabilia, and similar locally branded and/or identifiable content.

As a department of the City of Riverside, the Museum has a further responsibility to acquire noteworthy artifacts reflecting the evolution of the City’s sense of self and its activities. The former and present flag designs are a fit to this collecting direction.

Two of the older flags are recommended, which are not identical. The fringed version was considered ceremonial. Each flag is approximately 50 x 68 inches and made of a durable synthetic fabric. The flags will occupy a small amount of space in rolled textile storage. They are in excellent condition and require no conservation.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by:	Robyn G. Peterson, Museum Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/Treasurer
Approved by:	Moises Lopez, Deputy City Manager

1967 flag design:



2020 flag design:

