

City Seal Update – Proposed Process

1. Discussion/Direction item to the Assembly for motion of support to start a public process to create a new city seal and city seal design review committee (Eisenbeisz, Knox, Bevan/Leach, Peterson, Ainslie, STA Representative).
2. Budget for \$1,000 award to winner of design contest to come from mayoral contingency fund.
3. 45 day call for submittals for city seal design.
4. Quality assurance check from design review committee to create finalist list.
5. Roadshow with: Historic Preservation Commission, Health Needs & Human Services Commission, Parks & Recreation, Planning Commission, Library Commission, Police & Fire Commission, Ports & Harbors Commission, Tree & Landscape, Local Emergency Planning Commission, Government to Government meeting, and STA council & sub-committees.
6. Open public forum to be hosted by Doug Osborne.
7. Design review committee will compile feedback/results of roadshow and public forum for Assembly review.
8. Final selection by Assembly – resolution for adoption of new city seal.

FY21 administration budget should include funding for adoption of the seal – envelopes, letterhead, business cards, etc.

Costs associated with a new City and Borough of Sitka Seal

- Letterhead
 - \$60 per 500 sheets – of note, a large portion of staff uses electronic letterhead.
Estimate replacement cost = **\$240.00**

- Business cards
 - 68 employees, including the Assembly = **\$1,170.00**

- Decals for CBS vehicles – 5 year phase-in
 - \$19 each (14” decal) x 33 vehicles (2 decals per vehicle) = **\$1,254.00**
 - Employee cost for removal / installation of decal = **\$3,634.00**
 - 2 hours per vehicle

- Flags
 - 6 flags = **\$1,086.00** (4 flags at HCH)

- Embossers
 - 2 embossers x \$40 each = **\$80**

- Assembly nameplates = **no charge**

- Stamp for Mylar plats = **\$50**

Estimated expenditures: \$3,880.00

Estimated labor cost: \$3,634.00

Total estimated cost: \$7,514.00