

# City Seal Redesign

# Review of Process

- Public comment and input received from STA, Board and Commissions, online survey, open house, guided discussion (zoom)
- Results reviewed by Assembly on 8/25
  - Assembly provided direction to narrow down to top 5 entries
  - Feedback was provided to artists with opportunity to modify entries
  - Results presented tonight
- Proposed next-steps
  - Review final entries and come to consensus on top choice
  - Resolution on 10/13 to adopt new seal

# Reminder of Entries

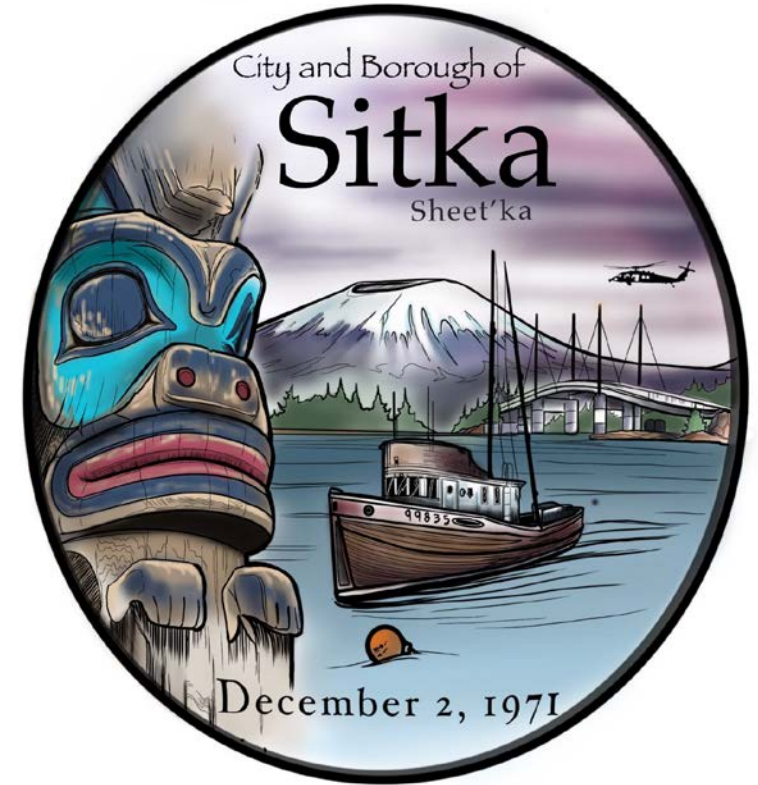
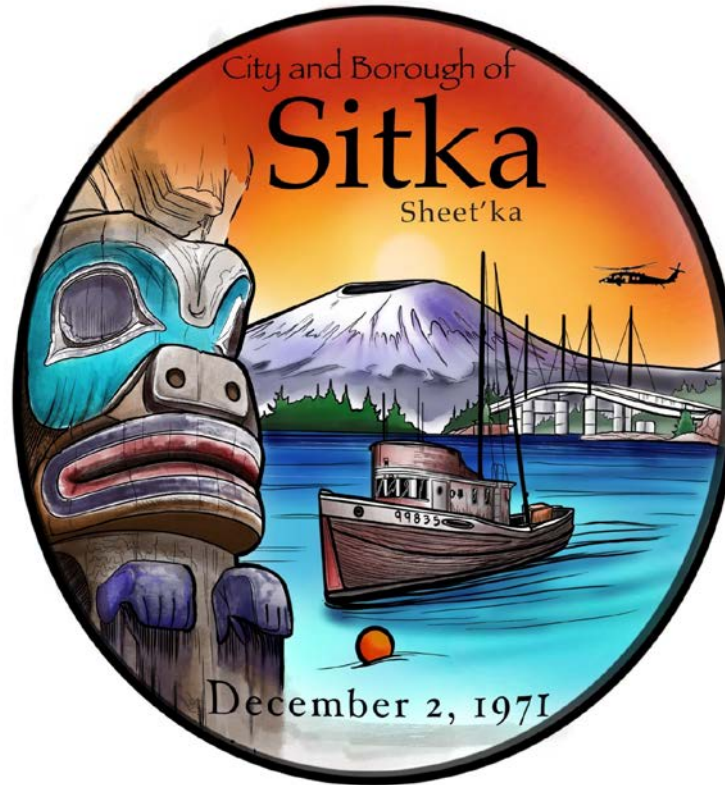
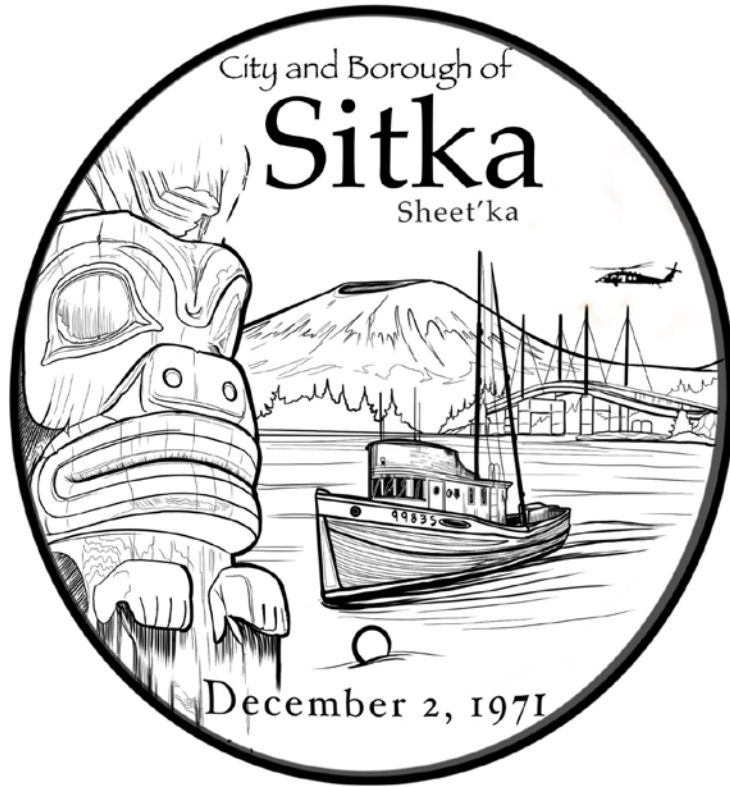
## Entry #4





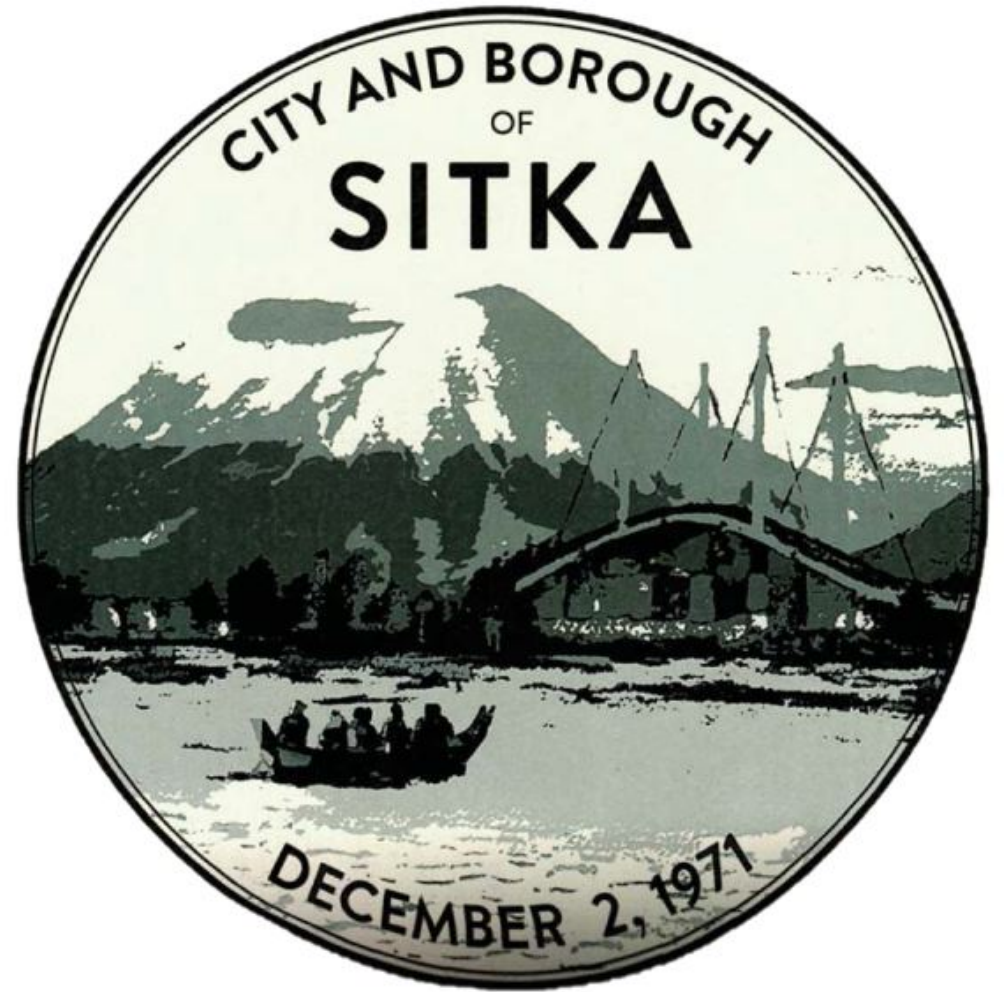
# Reminder of Entries

## Entry #5



# Reminder of Entries

## Entry #6





# Reminder of Entries

## Entry #10



# Reminder of Entries

## Entry #12



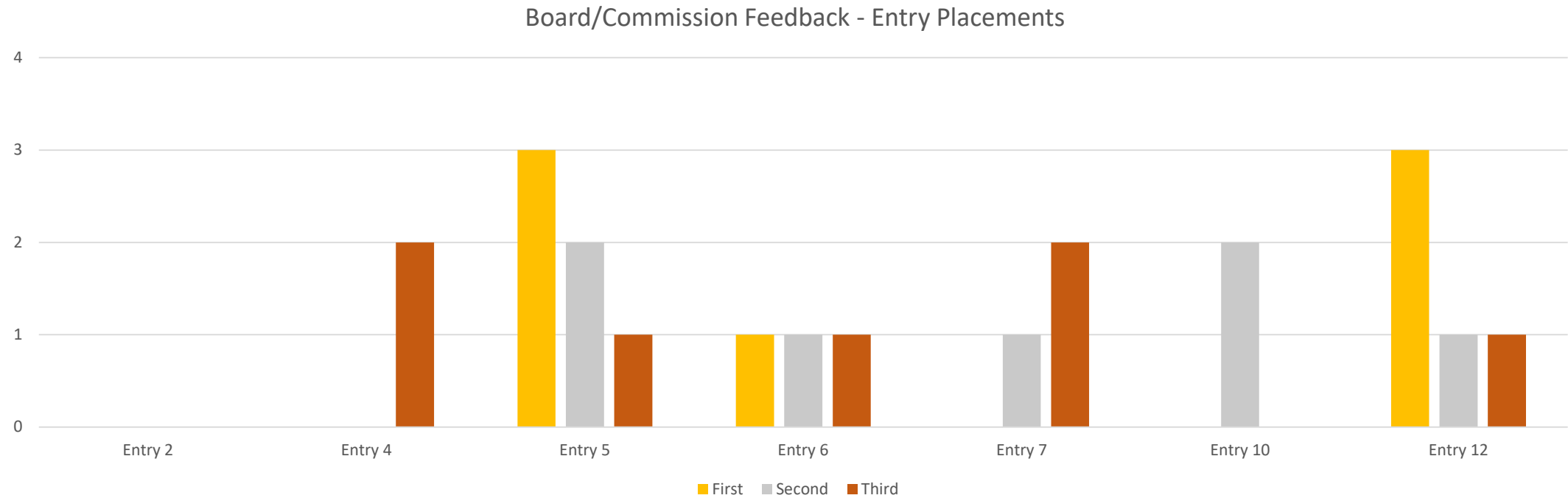
BACK-UP



# Boards & Commissions

- Health Needs & Human Services
- Historic Preservation
- Library
- Parks & Rec
- Planning
- Police & Fire
- Tree & Landscape
- LEPC\*

# Boards & Commissions



# Boards & Commissions Feedback

|           |  |
|-----------|--|
| Entry #2  | <ul style="list-style-type: none"><li>• None</li></ul>   |
| Entry #4  | <ul style="list-style-type: none"><li>• Canoe needs to be more traditional, animals more accurate/less cartoonish</li></ul>  |
| Entry #5  | <ul style="list-style-type: none"><li>• Add "Sheet Ka Kwaan" wording. Great colors and design; indigenous aspect is important and was shown on the design, there were lots of depictions; it was clean/clear.</li><li>• Maybe teeth for Totem, bolder less italicized font for Sitka</li><li>• Fix spacing on date in relation to border, font should be bolder on color version</li><li>• No wildlife, add fish or whale tail. One member liked the helicopter and one didn't. The hook looked like it was trying to hook the helicopter. Replace buoy w/jumping fish</li><li>• Love the colors</li></ul> |
| Entry #6  | <ul style="list-style-type: none"><li>• Native canoe needs tweaking to be more recognizable as such</li></ul>  |
| Entry #7  | <ul style="list-style-type: none"><li>• Liked the Tlingit wording; the bridge was important</li><li>• Liked circular frame w/CBS and Sheet Ka Kwaan</li></ul>  |
| Entry #10 | <ul style="list-style-type: none"><li>• None</li></ul>   |
| Entry #12 | <ul style="list-style-type: none"><li>• Increase font size for CBS, Mt. too steep, higher contrast for BW (esp fireweed)</li><li>• Add USCG helicopter as they represent a large part of the community</li><li>• Straighten the horizon &amp; add a fish or whale tail</li><li>• Add "Sheet Ka Kwaan" wording. Has the possibility of being hard to replicate, liked the many depictions of Sitka; indigenous aspect is important and was shown on this design.</li><li>• Perhaps too detailed for a seal</li></ul>  |
| General   | <ul style="list-style-type: none"><li>• Commissioners felt that the bridge was an important aspect to include. For entry #7 they liked Sheet Ka Kwaan name inclusion, that it was symbolic, and not over complicated. They liked the canoe on entry 6</li><li>• Add Sheet Ka Kwaan to whatever seal is chosen if it is the Tlingit name for Sitka if is OK with the tribe.</li></ul>   |



# LEPC

LEPC met on July 9, 2020. Members were informed of the process. It was determined the best method to obtain selections from LEPC members in order to arrive at a consensus was via email and straw poll. The finalist designs were forwarded to each LEPC member from your email, including the instructions. Seven responses were received (one response was provided in person at the 7-9-2020 meeting).

The straw poll results:

- 1st choice: #5 had five selections; #6 had one selection; #7 had one selection
- 2nd choice: #6 had three selections; #12 had two selections; #4 had one selection; #10 had one selection
- 3rd choice: #12 had four selections; #5 had one selection; #6 had one selection; #10 had one selection

Comments (only one comment received):

- "3rd choice: design #5 (but only if the font changes. I'm not a fan of that script)"

# STA Feedback

- Council selected Entry #4
  - Did comment that the fishing boat seems to be headed for the canoe – would like to have artist adjust so it doesn't look like the canoe is being run over
- Some members agreed they would like to have “Sheet’ka” incorporated in some way on whatever design is selected
- An elder expressed it would be nice to have “Haa Aani Latseen” added to whatever design is selected which means “Our Town is Strong”

# Guided Discussion 7/30

A few highlights and themes from the City Seal discussion with four residents on July 30th over zoom.

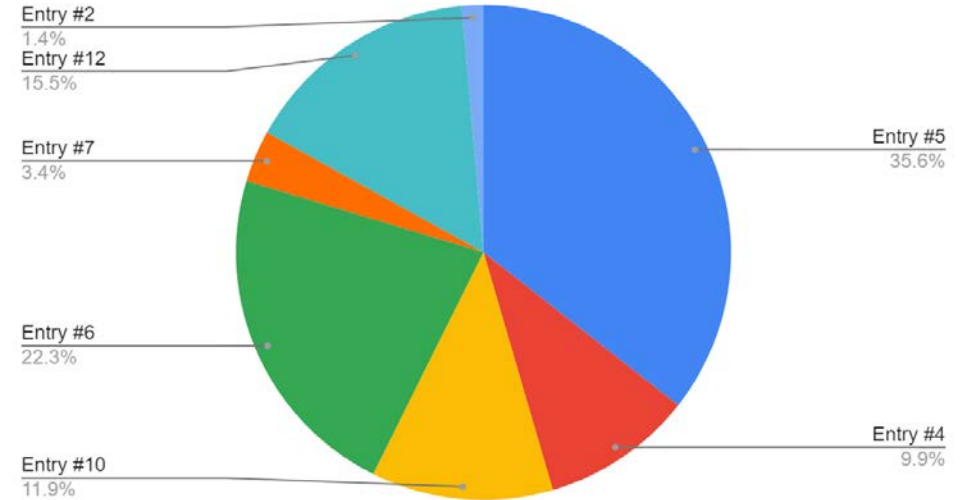
- Having the words "SITKA" in large, clear, easy to see/read lettering and placement is important
- The words Sheet Ka Kwaan got appreciation and was seen as a way to bring balance to the 1971 incorporation date. Tlingit people have been in Sitka long time and that is worth noting
- The bridge and the Mount Edgecumbe are fine symbols and looking at the relationship between the two is something that was highlighted.



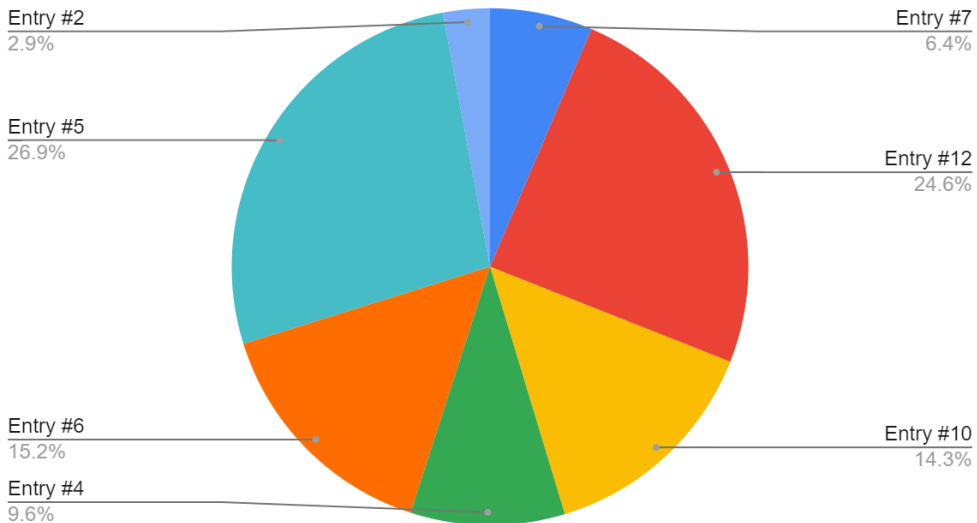
# Online Survey & Open House

- Online survey open 7/22 – 8/4
  - 341 Participants
- Open House @ Centennial 7/29
  - 14 Participants

Count of Top Choice #1



Count of Top Choice #2



Count of Top Choice #3

