



BOARD OF ALDERMEN
CITY OF SHELTON
PUBLIC HEARING
PRESENTATION & SELECTION OF THE OFFICIAL
FLAG OF THE CITY OF SHELTON
MINUTES
JULY 25, 2023, 6 P.M.
SHELTON CITY HALL AUDITORIUM, 54 HILL STREET, SHELTON CT
Live-Streamed at www.cityofshelton.org

Call to Order/Pledge of Allegiance

Alderman Anglace called the Special Board of Aldermen Public Hearing Meeting on the Presentation and Selection of the Official Flag of the City of Shelton 6:15 p.m. in the auditorium at Shelton City Hall. All those present stood and pledged allegiance to the Flag of the United States of America.

Roll Call

Alderman John F. Anglace, Jr., President – Present
Alderman Eric McPherson, Vice President – Present
Alderman Lorenzo Durante – Absent
Alderman Porter McKinnon – Present
Alderman Anthony Simonetti – Present
Alderman Bernie Simons – Present
Alderman Cris Balamaci – Present
Alderman Kevin Kosty – Present via Phone

Kellie Vazzano, Administrative Assistant to the Mayor

Alderman Anglace: Alderman McPherson and Alderman Simonetti have gotten us to the point where we are holding a public hearing for the proposed selection of an official flag for the City of Shelton. Would you gentlemen want to give us a preliminary?

Alderman Simonetti: Eric and I met with this young gentleman here (Joseph Ciccone) several times to go over the different designs for the flag. We probably went through 18-20, I'd say, revisions of it. He worked very hard on these revisions. I know the ideas that came up and the thoughts were to find something that tied in where Shelton began as a community and then how it has progressed so far. If you look at the symbol of Shelton, obviously the river was a big deal because it brought so much industry to us and we also have the river, shipping, industry and of course our phenomenal farmers in Shelton. These are all the things we are trying to incorporate into it. The simplest design was what we were looking at. We hope we have found something that is close to what you want.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

Next up we have the Gear and Tree

Gear & Tree



Gear and Tree - The five stars for the five names of the town throughout the years. The "S" shape for the name Shelton. The white field also symbolizes the Housatonic River. The blue and white colors relate to the CT flag. The gear symbolizes our industry, and the tree symbolizes our agriculture.

The symbolism with the "S" and Housatonic as well as the stars is the same. This time we have the gear to symbolize our industry which was near the river and how it helped to fuel the economy in Shelton. Also, with the Christmas tree for all the tree farms we have in Shelton, which is a big part of our community.

Next up is the Navy Flyer.

Navy Flyer



Navy Flyer - The five stars for the five names of the town throughout the years. The "S" shape for the name Shelton. The white field also symbolizes the Housatonic River. The blue and white colors relate to the CT flag. This flag has a darker blue which is closer to the blue used in the CT flag.

This is the same symbolism of the five towns, the "S" for Shelton and the river, except now we have a darker blue which is more similar to the Connecticut flag, relating back to the Connecticut flag.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

The last one, we have Swervy S.

Swervy S.



Swervy S - A five-pointed star for the five names of the town throughout the years. The "S" shape for the name Shelton. The white field also symbolizes the Housatonic River. The blue and white colors to relate to the CT flag. The green gear symbolizes the industry and agriculture in the town.

The "S" for Shelton and the Housatonic. The green gear symbolizes the agriculture as well as the industry at the same time. The five-pointed star is for the five town names.

As Mr. McPherson said earlier, I had talked to an organization called NAVA, North American Vexillological Association, which is the study of flags. This is the biggest organization in North America that studies flags. I discussed this with them and showed them this flag here. They went through it, and they have five key principles on flag design – keeping it simple, using meaningful symbolism, no lettering or words, being distinct or being related and two to three basic colors. When I first showed them the above, they liked it, however they wanted to make it a little bit more simpler. This is how we got to the two other ones, the Blue Danube and the Navy Flag. This is the offspring basically of what their suggestions were. Then we added the gear and tree to include the aspects of industry as well as agriculture (Gear & Tree).

However, as a photo does not really do justice for a flag, I also have a website that shows it flying.



The Blue Danube one flying. It shows it is throughout the wind because that is what it is going to look like. It should be distinct, even while it is flapping through the wind. The fundamental purpose of a flag is to be identified from a far distance.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023



This is the Navy Flag. An important aspect to consider when designing a flag, you should be able to see how it is and what it looks like in almost any position.



Also, the Swervy S, how it looks throughout. What they were saying before about no lettering or seals per NAVA, even when the flag goes to the other side, you will note the “S” is now backwards, but you can still see it because it is part of the design aspect, but if it said Shelton or with the seal, the whole words would be backwards and would be very difficult to read.



The last one, Gear and Tree and how it would look like as well when flying.

I do hope when you consider the flag, a couple of things on how that flag can take different forms and aspects because a City flag is more than just a piece of fabric flying on a flagpole. It should also be a symbol for the town and should be able to go on a patch, maybe a coffee mug and a little kid waving it on the side for a parade. Also please think about how the City, how the public would like the flag and would be something they could get behind, the public and City of Shelton. I am open to any questions.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

Alderman Balamaci: When you consulted with NAVA, one of my interests is that while the flag is somewhat abstract for the average person because they are used to seals and such, historically does this open up a conversation within the community? What does this symbolize or historically with other towns or cities that have implemented a flag, have they given you any feedback about that?

Joseph Ciccone: A lot of cities have flags that do not necessarily have a seal on it. In Chicago they have two horizontal bars of blue and just stars on it. They use that in different ways as well. NAVA also has a survey they send out, choosing what flags they like best and a lot of the ones that they have are similar in that they don't necessarily have the words.

Alderman McKinnon: Great job. I think you did really well. A couple of questions, thought process. Why did you go away from the Shelton orange and black?

Joseph Ciccone: The orange and black are the high school or school colors and not everybody in the town has somebody in the school system. Having something that isn't necessarily the orange and black, they can also get behind and feel that they are well represented by that flag.

Alderman McKinnon: I wish you had involved me in these conversations beforehand as I have been a graphic designer for 30 years. I would love to work with you and tweak one of these just a little bit just to make it a little bit better. I love the Blue Danube and Navy Flyer and Swervy S – I think those three are very strong and with just a couple of little tweaks could make them every stronger. I don't know what the process is here for timing and things like that, but I think you did a really good job.

Alderman McPherson: Just one comment to the orange and black, that came up and my first thought was no because I remember in the late '80s/early '90s when we had the orange and black on the police cars and it was in script, and it looked awful.

Alderman Balamaci: It is not inclusive. I don't have kids in the school system and quite frankly I think it should represent a more uniform color for the whole community, not orange and black for the school system.

Alderman Simons: I agree 100%.

Alderman McPherson: We would love to have your thoughts and when we meet again, we will let you know. We tried to make it where all of us were available to do so. I would like to see what tweaks you have. One other thought, if the "S" were kind of like that and we were to do something, we would have to have Joe put it together and draw it up.

Alderman Balamaci: I see the "S" as two things. I see it as how you said about the Housatonic River, but also how all paths lead to Shelton because we have so many businesses, people moving here. I think it shows it represents that we are a city that has progress. I think the movement of the "S" – initially when

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

I saw this it was like wait a minute, but the longer I look at it and with your rationale about other symbolic stuff like this is more acceptable and mainstreamed these days. I would like to thank you for what you did with Eric and Anthony.

Alderman McKinnon: It makes a big difference in being able to see it fly.

Alderman McPherson: Absolutely. You can visualize it.

Alderman Simons: Actually, on paper I picked a whole different flag and when I saw it flying, I didn't like it at all and picked a different one that I originally didn't care for and now I like it.

Alderman Anglace: Any other questions or observations from the Aldermen?

I want to ask a question. Why does the "S" run off the flag on both ends? Why isn't it depicted as an "S"?

Alderman McKinnon: It is the river. Housatonic River.

Alderman Simonetti: It runs through our City.

Alderman McPherson: It is the river and depicts the "S".

Alderman Simons: It shows no end, continuous flow.

Alderman Anglace: Second question. Have you considered taking the City seal that was started long ago and put it on and just use the City seal. It depicts the same kind of things.

Joseph Ciccone: The problem with the City seal is it was meant for paper so you can read it, have it close up you can see all the details of it. We did look back at the City seal for a lot of information and ideas for the flag to put on it. The only problem is, also when it flies, it is so small with the fine stuff that you can't really see what the flag actually has in it.

Alderman Simonetti: If I could add to what you said, during our discussions Joe brought out a monthly publication of the flag, to design flags, and the idea was to simplify the flag versus have something that is hard to read from a distance that people can see and say that is our flag easily. That was one of the thought processes. Some people agreed with it, some didn't, but that was the thought process. He showed us many cities, some much larger, some smaller, that had adopted flags that are much more simplified than probably what their regular symbol is.

Alderman Anglace: What would be an appropriate use for this flag? Where would it fly? You would have to come up with some regulations as to where it should fly or shouldn't fly.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

Alderman Simonetti: Obviously the City Hall, our parks, our Community Center, our public buildings, our schools, gymnasium, at least the high school gymnasium. I would say at the football fields, soccer fields, places wherever we would hang our country's flag, we would hang our flag would be my thought.

Alderman McPherson: You'd have one on the stage here, the flagpole there, like you said all of our public buildings.

Alderman Simons: If flying on a flagpole obviously it would fly below the American flag or flying on a yardarm. It would fly differently.

Alderman McPherson: I think technically as someone had pointed out to me last week, that the American Flag, the US Flag, should have its own pole. Nothing should fly on the pole with that. There should be a second flagpole for your State and underneath that could be your City flag. There is a protocol for it, I'm sure.

Alderman Simons: That's also where a yardarm comes in.

Alderman Anglace: If we do adopt a City flag, we must also adopt a protocol for its appropriate use and appropriate way to fly, etc., etc.

Alderman McPherson: Which we can do as part of the work of the committee.

Alderman Simonetti: Fire houses, Police Station and places like that.

Alderman Anglace: Is there anyone from the public that wishes to be heard?

Hearing none, any other observations or questions from the aldermen?

Alderman Simonetti: I think we should go back and look at it again.

Alderman McPherson: I would like to see what Porter can interject and we can all meet. He said himself there are at least three here that are strong contenders.

Alderman Anglace: Next up would be To Be Continued...

Alderman McPherson: Right. I would suggest leaving the hearing open.

Alderman Anglace: Glad to. We don't really need to, but if you want you can leave it open. You have to reconvene it at some point in the future.

BOA PUBLIC HEARING MEETING – PRESENTATION & SELECTION OF OFFICIAL FLAG OF THE CITY OF SHELTON

JULY 25, 2023

Alderman McPherson: If we come back with a new design, that was the thought, we need to have a new public hearing on it.

Alderman Simonetti MOVED to leaving the public hearing open pending further study by the committee and will re-open the public hearing at the request of the committee.

Seconded by Alderman McKinnon.

No Discussion.

A voice vote was taken and motion passed unanimously (7-0).

ADJOURNMENT:

Alderman Simonetti MOVED to adjourn; Alderman McKinnon seconded. A voice vote was taken and motion passed unanimously (7-0). The meeting adjourned at 6:40 p.m.

Respectfully Submitted

Donna Fonda

Donna Fonda
Acting Clerk, Board of Aldermen

DATE APPROVED _____ BY: _____
Mayor Mark A. Lauretti