

**CITY OF NEW BERN
ADMINISTRATIVE ORDERS
OF THE CITY MANAGER**

CITY FLAG POLICY
ADMISTRATIVE ORDER 1.1
To All City Employees
From Mark Stephens, City Manager
Maintained By Administration
Subject: CITY FLAG POLICY
Date December 2016
Update to June 10, 2014 Policy

Purpose

This administrative order is hereby drafted to detail the proper flying of the City of New Bern colors in conjunction with the branding campaign adopted by the Board of Aldermen in November of 2013. While it is understandable that in the course of the City's life, a municipality of such rich history and heritage will, at times, need to modify its image to promote tourism and economic development, it is even more important to embrace the history and heritage that has made New Bern the great City it has become.

City Colors

Our city forefathers, by motion and adoption of a resolution established on January 5, 1894, established the colors (flag) of the City of New Bern to emblemize the colors of our mother city Bern, Switzerland. The colors were adopted to be red and yellow with the bear on the shield. Further, on February 27, 1896, the minister of Switzerland presented the City of New Bern with a banner (flag) displaying the arms and colors of our ancient mother city which the City saw fit to adopt as its own.

A sample of the official City of New Bern flag is provided below:



Display of Flags on City Property

The City flag shall be displayed at City Hall at all times and may be displayed at other municipal facilities as poles are available. The City flag may also be displayed in conjunction with official City purposes and events as seen fit and approved by the City Manager. Under no circumstances should branding flags be flown under the official City flag unless approved by the City Manager or by adopted resolution of the Board of Aldermen.

By consensus of the Board of Aldermen in 2015, the City does not fly any flag other than the American Flag, State of North Carolina Flag, and City flag on any city-owned property or at any City-sponsored events.

Custodian

The City Manager, or his designee, shall be the custodian of the City flag. Any uses of the City flag other than those detailed herein shall require approval by the City Manager or his designee.

Private Use of the City Flag

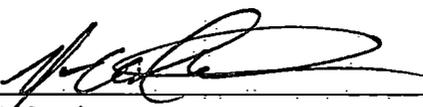
Members of the public who obtain replicas of the City flag may fly the flag within the City, and when flying the City flag, shall conform to the general customs for flying the United States Flag and comply with all rules and procedures for flying city flags as set forth in Title 4, Chapter 1 of the United States Code, otherwise known as the "Flag Code".

Other Flags of the City

Any prior City flags adopted or used by the City may continue to be displayed for historical purposes, but such flags shall not be considered as the official City flag. The City's use or creation of flags associated with branding campaigns or marketing material used for promotions related to tourism or other purposes shall not constitute the City's acceptance of such as the City's official flag. Branding flags or other unofficial city flags shall not be flown below the official City flag. Any changes to the City's official flag would require adoption by the Board of Aldermen.

Modifications to City Flag Policy

This is an Administrative Policy and may be modified at the discretion of the City Manager and/or the Board of Aldermen of the City of New Bern.



Mark A. Stephens
City Manager

12/21/16

Date