**State and Local Government Finance and Policy Committee**
Rep. Ginny Klevorn, Chair
Members of the Committee   - 2023 - HF 274

The Minnesota flag is not popular with the people of Minnesota, nor a design respected outside of Minnesota.

The North American Vexillological Association did a 2001 world-wide survey rating flags of US states, territories & Canadian provinces. Minnesota came in 5th from the bottom. [1] The bottom flag, Georgia, has changed.

At no time since 1893 has the Minnesota flag been popular within or without the state. It is rare, almost unknown.

Now we have an opportunity to get our Minnesota flag in the top 10 of US state flags. We should seize this chance.

Both Republicans and Democrats have looked for a new flag in the last few years. Sen. Edward Oliver (R), at a press conference about the flag, said "The University of Minnesota flag is better known than the state flag"[2] . The design and historical negatives make businesses reluctant to associate themselves with the Minnesota flag or use it for promotions.

A "good" flag is most importantly judged by those who use it. If the flag is widely used, universally recognized, attractive and popular, it is probably a good flag. A good flag is an effective flag.

There are objective methods to help determine attractiveness and effectiveness. You can tell by people's reactions when they see a flag if they generally respond with enthusiasm, or if they hardly react. You can tell if it is widely used at events and in promotions, and people expect to see it.

Corporations spend millions of dollars and years of research to design their logos and emblems. For example, Exxon spent several million to develop and test their new logo adopted in 1972. Testing their choice, Exxon, was "one of hundreds of names that came out of a computer and was then tested linguistically, psychologically, and for design potential.""[3] Branding can make or break corporations and businesses. These logos are meant to attract people to the brand and produce product loyalty.

Minnesota has the same opportunity. Minnesota tourism, Minnesota businesses, Minnesota development, Minnesota products, Minnesota opportunities and the whole state needs a good, attractive symbol. Minnesota tries to attract successful people and business to Minnesota, and the flag is the first symbol they see. The flag is the most important symbol. We leave this promotional symbol lying on the table and ignore the millions it could bring into the state, year after year after year.

Summary:
The current Minnesota flag is not popular and not effective.
It has design and historical negatives. Avoid negatives.
It has been changed before.
Minnesota has an economic opportunity with a new flag - the state can make money with a new flag.

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**Notes:**

**Minnesota flag history-**

The Minnesota flag was designed by Mrs. Amelia Center, and adopted in 1893. It was a white flag, with the state seal, a wreath of moccasin flowers (now the Showy White Lady Slipper), a flowing red ribbon, and from the seal a large star burst with the North Star on top. The back was blue, to keep white image clear. In 1957, the flag was changed to a blue flag and the images on the white front scrunched into a circle. In 1983, the state seal was standardized so there was a third flag change. Since 1957 Minnesota is backwards on the back "atosenniM". Minnesota is unique to have the date (1893) of flag adoption on the flag.

    

| 1893 front | 1893 back | 1957 | 1983 | 1983 back |

Other flags:

   

| Minnesota North Star | Idaho | Kentucky | Virginia |

   

| Univ. of Minnesota | Minnesota Vikings | Minnesota Twins | **Maryland is a popular flag** |

    

| Maryland shorts | Maryland sticker | Maryland gloves | Maryland hat | Maryland socks |

1. https://mnflag.tripod.com/history.html, accessed 2023 Feb 15th (I would have rated the MN flag higher)
2. Sen. Edward Oliver, press conference House lobby hearing room, 2002-https://mnflag.tripod.com/history.html – accessed 2023 Feb 15th
3. https://www.jstor.org/stable/3113269, accessed 2023 Feb 15th