County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE
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DAVID E. JANSSEN
Chief Administrative Officer

Board of Supervisors
GLORIA MOLINA
First District

YVONNE B. BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

September 14, 2004

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

REVISED COUNTY SEAL (ALL DISTRICTS) (3 VOTES)

IT IS RECOMMENDED THAT YOUR BOARD:

Approve and adopt a revised County seal as submitted by the Chief Administrative Officer as the Official Seal of the County of Los Angeles and instruct the Chief Administrative Officer to develop within 45 days implementation instructions for County departments regarding access to and utilization of the seal consistent with previous Board instruction.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On June 1, 2004, during Closed Session, your Board instructed the County Counsel to negotiate with the American Civil Liberties Union to determine if they would refrain from filing a lawsuit against the County regarding presence of a cross on the County seal, if the County were to redesign the seal without the cross. The proposal included the possibility of replacing the cross with a depiction of a California Mission and a representation of the region's indigenous peoples. The ACLU agreed that it would not sue the County in light of this proposal.

On June 8, 2004, your Board reaffirmed its decision to adhere to this agreement by not approving a motion to reject the compromise with the ACLU. Also at the June 8, 2004 Board meeting, an administrative request was made to this office and County Counsel to report back with a process for a new County seal.

The proposed new County seal, as reflected on the attached, is consistent with that direction. The attached includes the proposed new County seal in various sizes as well as narrative descriptions of the various components.

FISCAL IMPACT/FINANCING

Consistent with your Board's instruction at the June 8, 2004 Board meeting, this office is developing a cost estimate and replacement schedule for "permanent" depictions of the County seal (e.g., buildings, signs, plaques, etc.). A status report on these efforts was provided to your Board on August 27, 2004. Once the costs are refined, we plan to work with County Counsel to propose a reasonable, multi-year replacement schedule and include this information in the implementation instructions we issue to County departments.

The instructions will reiterate your Board's policy direction that all current stock of such items as letterhead, business cards, badges, and uniforms where the seal is displayed are to be depleted, and that these items reflect the seal in effect at the time they are normally reordered.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

If so instructed by your Board, this office will develop implementation instructions for County departments on access to and utilization of the revised County seal. This will include a reasonable replacement schedule and plan for "permanent" depictions of the County seal.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Not applicable.

Respectfully submitted,

DAVID E. JANSSEN
Chief Administrative Officer

DEJ:MKZ:os

Attachments (1)

c: County Counsel

County of Los Angeles Official Seal

(Proposed)

The Native American woman represents the early inhabitants of the Los Angeles Basin, including the area we now call Los Angeles County.

She stands on the shore of the Pacific Ocean with the San Gabriel Mountains in the background.

The engineering instruments—the triangle and the caliper—relate to the industrial construction complex of the County and Los Angeles' vital contribution to the conquest of space.

The Spanish galleon is the San Salvador, which Cabrillo sailed into San Pedro Harbor October 8, 1542.

The tuna represents the fishing industry of Los Angeles County, and the championship cow, Pearlette, represents the dairy industry.

The Hollywood Bowl indicates the cultural activities, while the two stars represent the motion picture and television industries.

Mission San Gabriel, the first in Los Angeles County, represents the historic role of the missions in the settlement of the Los Angeles region.

The words "County of Los Angeles, California" surround the seal.

September 14, 2004

Proposed County of Los Angeles Seal

September 14, 2004