
From: Barbara Lawson <bklawson@aol.com>
Sent: Monday, April 21, 2025 11:54 AM
To: CouncilMail
Subject: CB 22 - Tonight's Hearing
Attachments: Testimony Esen Paradiso Flag.docx

Follow Up Flag: Follow up
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Please consider this my testimony regarding tonight's consideration of CB 22.

Thank-you,
Barbara K. Lawson
410-206-9823

To: Howard County Council

From: Barbara K. Lawson

Re: Howard County Flag

Date: April 20, 2025

Over a year ago the county began the process of considering a new flag, which would represent our history, convey who are now, and speak to the future we envision. It is and was a bold undertaking with over one-hundred and eighty-four (184) eligible submissions, which were narrowed to ten (10) by the Howard County Flag Commission - no small task. Of the ten finalists a particularly colorful and optimistic representation submitted by Esen Paradiso of Columbia Creative Services emerged as the winner of a very competitive process.

I first met Esen Paradiso in 1990 when I was President and CEO of the Columbia Foundation (now the Community Foundation of Howard County). Over my nearly twenty-year tenure with the Foundation, I worked with Esen on marketing strategies, but none more important than branding and securing the identity of the Foundation with a recognizable image, which reflected our mission of serving the community. The bright red logo survives to this day, and through a name change, and still speaks to the important connection between the non-profit, business and governmental community, as well as the essential work of human service, arts, and educational organizations of Howard County.

When I look at the work of the three finalists, I find a value in each one, but I am struck by Esen's representation because it does depart from traditional colors and mold. It uniquely and boldly communicates what is essential to our county's past, present and future. It is not an easy task to capture what defines Howard County, but we are grounded in our agricultural past, our progressive development, our optimism, and certainly our "can-do" identity. We tackle challenges head on, we welcome new folks and businesses, we honor our land and those that continue to put food on our table. We are a bold people, and an optimistic people, which is needed more today than ever. Esen's vision for the Howard County flag greets our future, which stands on the foundation of the current moment and our notable history. Therefore, I urge you to support the legislation making this winning flag a reality for Howard County.

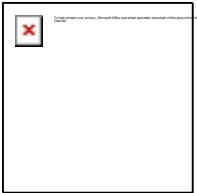
From: Linda Odum <lindaodum412@gmail.com>
Sent: Monday, April 21, 2025 12:55 PM
To: CouncilMail
Subject: Fwd: To the Attention of Council Woman Deb Jung:

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[Redirect to Councilwoman Deb Jung.](#)

Linda Odum, Associate Broker, ABR
Re/MAX Realty Group
10211 Wincopin Circle
Columbia, MD 21044
410-715-3206
443-838-3783



----- Forwarded message -----

From: Linda Odum <lindaodum412@gmail.com>
Date: Mon, Apr 21, 2025 at 12:52 PM
Subject: To the Attention of Council Woman Deb Jung:
To: <councilmail@howarcountymd.gov>

Dear Ms Jung:

I am writing to express my delight at the prospect of having Esen Paradiso's beautiful flag as a symbol and 'marker' for Howard County! The design reflects the lofty ideals and commitment of Howard County to human and planetary wellness. Esen has been a respected art director and graphic designer in Howard County for decades and has focused her artistic, value-based

energies on helping the non-profits and businesses of the County. Having her design our County flag is a richly deserved cap to a professional career spent in Howard County.

Thanks so much for your own harmony with those wellness values!

Sincerely,

Linda Odum

10129 Hyla Brook Rd, Columbia, MD 21044

Linda Odum, Associate Broker, ABR

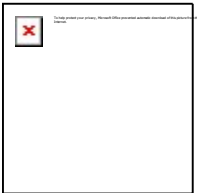
Re/MAX Realty Group

10211 Wincopin Circle

Columbia, MD 21044

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From: Phillip Dodge <dodge_phillip@yahoo.com>
Sent: Monday, April 21, 2025 3:06 PM
To: CouncilMail
Subject: Written Testimony in Support of CB22-2025

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My name is Phillip Dodge, and I am the Executive Director of the Downtown Columbia Partnership, an entity that was created to support the fulfillment of the Downtown Columbia Plan's vision for a live-work-play community in the center of Columbia.

I am here to testify in favor of CB22, the adoption of a new flag for Howard County.

Howard County is unique in its history and in its diversity. The county can be proud of its rural background and still flourishing agricultural enterprises, as well as its suburban neighborhoods, and the ground-breaking new community of Columbia.

Our 50-year-old flag does not adequately represent the variety of the county nor its physical beauty and aspirations.

The new flag, on the other hand, pays attention to our history, our present circumstances and our future in its design. It is timeless. It is a signal that Howard County is a forward-thinking community with a bright future ahead of it.

This is the flag we deserve.

Thank you.