

**SUBMITTED BY:** Marilyn De La Torre, Activity Aide

**MANAGEMENT TEAM REVIEW:** Ana Urquijo, City Manager

**FOCUS AREA:** Promote Douglas

**ORGANIZATIONAL  
IMPROVEMENTS:**

**SUBJECT:** CITY FLAG DESIGN FINALIZATION.

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**EXECUTIVE SUMMARY:**

This agenda item presents a decision for the Mayor and City Council to finalize the official City Flag design following previous Council direction and guidance. The updated design concepts reflect final modifications based on Council input from April 9, 2025.

**BACKGROUND:**

On December 4, 2024, the Mayor and City Council approved a design concept for an official city flag with a request for slight modification. Design concept #7 was selected, and the slight modifications focused on incorporating a backside design and a slight modification to the color scheme for improved visibility of the symbols.

On April 9, 2025, a modified design concept #7 was presented with added changes to include the removal of Native American symbols, for which we were not able to obtain approval from the relevant Indian Nation. To protect intellectual property requirements, we have made the decision to modify the outside of the crest, using only a circle, rather than a sun. The Mayor and Council guided final modifications to incorporate the back side into the front design and allow each side to be a mirror image of the other.

The final design is presented in the attached PowerPoint.

**DISCUSSION:**

Discussion on the final approval of the requested changes to the previously approved design concept for the official City Flag. Staff recommend approval of the final municipal flag design, as submitted, incorporating the matching narrative which defines the historical attributes of the design and our community.

**FISCAL IMPACT:**

Minimal impact. Very few signs will be created to display primarily at official events and/or conferences.

**“...I MOVE THAT THE MAYOR AND COUNCIL APPROVE THE FINAL CITY OF DOUGLAS FLAG DESIGN.”**