

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.

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. The updated design concepts reflect modifications based on Council input from December 4, 2024, and address concerns regarding cultural and intellectual property considerations.

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 slight modification to the color scheme for improved visibility of the symbols.

Before you today, is the modified design concept #7, as requested.

There are additional slight revisions that are also reflected in the updated design. The changes include the removal of Native American symbols that 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.

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.

Presentation only.