



Report to City Council

TO: Mayor and City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: December 3, 2024

TITLE: ENVIRONMENTAL AND HISTORICAL PRESERVATION BOARD (“EHPB”) FLAG DESIGN COMPETITION PROPOSAL (REPORT OF: COMMUNITY DEVELOPMENT)

TITLE SUMMARY: Receive a presentation from EHPB member(s) regarding a potential City flag design competition.

Recommendation(s)

That the City Council:

1. Provide staff direction based on the presentation;
or
2. Receive and file a presentation from the EHPB on a proposed new City flag design competition.

SUMMARY

Predicated on the City Council motion, provide members of the Environmental and Historical Preservation Board (EHPB) an opportunity to present to the City Council a proposal for a new City flag design competition.

DISCUSSION

Predicated on the City Council motion, provide members of the EHPB an opportunity to present to the City Council a proposal for a new City flag design competition. City Council may provide staff with direction based on the presentation and discussion; or receive and file the presentation.

For background, the Moreno Valley City Council adopted the current City flag on March 11, 2003, per Resolution No. 2003-14, attached herein, to be the official flag of the City of Moreno Valley. The current City flag design is the City seal centered around a white background. The use of the City flag shall be governed by the City policy as contained in Resolution Number 86-2, attached herein for reference.

ALTERNATIVES

1. Provide Staff direction based on the presentation for City Council Approval. (**Staff recommends this alternative**)
2. Receive and file the presentation from the Environmental and Historical Preservation Board. (**Staff does not recommend this alternative**)

FISCAL IMPACT

Minimal Fiscal Impact associated with the preparation of the report and presentation by the Environmental and Historical Preservation Board.

NOTIFICATION

Publication of agenda.

PREPARATION OF STAFF REPORT

Prepared By:
Name Robert Flores
Title Planning Official

Department Head Approval:
Name Angelica Frausto-Lupo
Title Community Development Director

CITY COUNCIL GOALS

Positive Environment. Create a positive environment for the development of Moreno Valley's future.

Community Image, Neighborhood Pride and Cleanliness. Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

CITY COUNCIL STRATEGIC PRIORITIES

1. **Economic Development**
2. **Public Safety**
3. **Library**
4. **Infrastructure**
5. **Beautification, Community Engagement, and Quality of Life**
6. **Youth Programs**

Report Approval Details

Document Title:	STAFFREPORT_CC_EHPB_FLAG_SK 11-25-24_rev.docx
Attachments:	- City Flag Reso. 2003-14.pdf - City Emblem Use Reso. 1986-2.pdf
Final Approval Date:	Nov 26, 2024

This report and all of its attachments were approved and signed as outlined below:

Angelica Frausto-Lupo

Sean Kelleher

Natalia Lopez

Launa Jimenez

Brian Mohan

Mike Lee

Patty Rodriguez