



Report to City Council

TO: Mayor and City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: February 18, 2025

TITLE: UPDATE FROM THE ENVIRONMENTAL AND HISTORICAL PRESERVATION BOARD (“EHPB”) REGARDING AN OFFICIAL CITY MASCOT AND FLAG DESIGN COMPETITION (REPORT OF: COMMUNITY DEVELOPMENT)

TITLE SUMMARY: EHPB Discussed An Official City Mascot And Incorporating The Concept Into The New City Flag Design Competition

Recommendation(s)

That the City Council:

1. Receive an update on the idea of incorporating the "wild burro" into the new City Flag Design Competition.

SUMMARY

The EHPB discussed the idea of the wild burro as the official City mascot and incorporating it into the Flag Design Competition. EHPB voted to keep the two separate.

DISCUSSION

At the January 21, 2025, City Council Meeting, Councilmember Gonzalez presented an idea regarding the “wild burro” as the official City mascot. The City Council motioned for the Councilmember to present the idea to the EHPB for consideration of incorporating the wild burro into the new City Flag Design competition. On February 10, 2025, at the regularly scheduled EHPB meeting, the Board discussed the idea of the wild burro presented and voted to keep it separate from the City Flag Design Competition. The

Board discussed concerns on limiting creativity by requiring specific design elements such as a donkey on the flag design. Instead, the EHPB discussed that the City Council consider adopting a resolution naming the wild burro as the official City Mascot.

The City Council may consider providing direction to staff to bring back a resolution on an official City mascot for consideration or may provide alternate direction.

ALTERNATIVES

1. Receive and file the staff report. **(Staff recommends this alternative)**
2. Provide staff direction to bring back a resolution on an official City mascot for consideration. **(Staff does not recommend this alternative)**
3. Provide staff an alternative direction based on discussion. **(Staff does not recommend this alternative)**

FISCAL IMPACT

No fiscal impact.

NOTIFICATION

The agenda and staff report were posted at least 72 hours in advance of the meetings on this item, in accordance with the Brown Act for public review and inspection.

PREPARATION OF STAFF REPORT

Prepared By:
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Department Head Approval:
Angelica Frausto-Lupo
Community Development Director

CITY COUNCIL GOALS

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.

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

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_CDD_EHPB UPDATE.docx
Attachments:	
Final Approval Date:	Feb 13, 2025

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

Angelica Frausto-Lupo

No Signature - Task assigned to Sean Kelleher was completed by workflow administrator Patty Rodriguez

Sean Kelleher

Natalia Lopez

Launa Jimenez

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