



Report to City Council

TO: Mayor and City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: April 15, 2025

TITLE: ENVIRONMENTAL AND HISTORICAL PRESERVATION COMMISSION CITY FLAG DESIGN COMPETITION PROGRAM PARAMETERS AND TIMELINE UPDATE (REPORT OF: COMMUNITY DEVELOPMENT)

TITLE SUMMARY: Receive An Update From The EHPC On The City Flag Design Competition Program Parameters And Timeline

Recommendation(s)

That the City Council:

1. Receive an update on the City flag design competition program parameters and timeline; and
2. Provide direction as necessary.

SUMMARY

On December 3, 2024, the City Council approved the Environmental and Historical Preservation Commission to proceed with developing a new City flag design competition. Subsequently, City Council directed the Commission to bring back program parameters for review and approval.

DISCUSSION

The Environmental and Historical Preservation Commission have prepared program parameters for a new City flag design competition and developed a proposed timeline.

The EHPC proposes the theme of the contest to be: “Having pride for our City’s past, present, and future.”

Program Details:

- Flag proposals must be in good taste and reflect the culture and heritage of Moreno Valley.
- Flag proposals are encouraged to reflect the City’s motto, “Where Dreams Soar.”
- Simplicity: The flag design should be simple enough for a child to draw from memory.
- Symbolism: The flag's colors, images, or patterns should relate to the overall theme of the contest.
- Colors: The flag should use no more than two or three basic colors that contrast well.
- Lettering: The flag should not use writing of any kind, however, if writing is necessary for artistic purposes, it should be kept to a minimum.
- Seals and Imagery: The flag proposal should avoid the use of an organization or government seal, as well as “trademarked” or copyrighted images.
- Uniqueness: The flag should avoid duplicating other flags, as well as political symbolism, but use similarities to showcase cultural and regional connections.
- Designs must be submitted to EHPC in person with contact information or email via PDF, PNG, or JPEG for consideration.
- Open solely to all Moreno Valley residents of all ages. (EHPC recommends verification of residency confirmed via City Clerk's office or EHPC.)
- Resident students may be from Moreno Valley Charter Schools, Moreno Valley Unified School District, Val Verde Unified School District, or Moreno Valley College schools. Students are strongly encouraged to participate.
- Minors under the age of 18 would require a waiver to participate in the redesign contest.

Timeframe and Contest Outcome:

- Submission period would be open for 60 days to ensure adequate participation from all four City Council Districts.
- If the number of submissions received by the EHPC is deemed inadequate, the timeframe of the contest could be extended by the Commission via 30-day increments.
- Once submission period is concluded, EHPC members will discuss and possibly take action to select the top 3 proposals for final consideration by the City Council.
- The City Council will determine when the redesigned flag shall be unveiled. Recommended dates include:
 - June 14 - Flag Day;
 - December 3 - City’s Birthday; or

- Other date deemed suitable by the City Council.

ALTERNATIVES

1. Approve the proposed program parameters as presented by the EHPC.
2. Provide further direction on potential program parameters.

FISCAL IMPACT

There are no fiscal impacts from approving the proposed new City flag design competition.

NOTIFICATION

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

PREPARATION OF STAFF REPORT

Prepared By:
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.

CITY COUNCIL STRATEGIC PRIORITIES

1. Economic Development
2. Beautification, Community Engagement, and Quality of Life

Report Approval Details

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| Document Title: | STAFFREPORT_CDD_EHPB CITY FLAG DESIGN PARAMETERS.docx |
| Attachments: | |
| Final Approval Date: | Apr 9, 2025 |

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

Angelica Frausto-Lupo

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