



## Office of the Town Clerk

Debra E. Eastman, MMC  
Town Clerk

# MEMORANDUM

To: Honorable Mayor and Town Council

From: Debra E. Eastman, MMC, Town Clerk

Date: March 21, 2018

Re: Ordinance Designating the Official Seal and Town Logo (**Changes between First and Second Reading Highlighted**)

## REQUEST

**AN ORDINANCE OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, AMENDING CHAPTER 2 "ADMINISTRATION" OF THE TOWN CODE, DESIGNATING THE OFFICIAL SEAL AND TOWN LOGO OF THE TOWN OF CUTLER BAY; AMENDING ARTICLE II OF CHAPTER 2 BY THE REVISIONS OF SECTIONS 2-40 "TOWN SEAL" AND 2-75 "TOWN LOGO"; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR INCLUSION IN THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE.**

## BACKGROUND AND ANALYSIS

An emergency ordinance (Ordinance No. 06-01) was adopted immediately after incorporation designating a simple round seal with the name and incorporation year of the Town as the official seal to be used in the execution and acknowledgement of official documents. Later ordinance (Ordinance No. 06-30) was adopted as the "town logo". The "town logo" has over the years, come to be commonly known as the seal of the Town of Cutler Bay.

The official Town Seal is usually a recognizable branding of the Town as illustrated by other municipal seals (*Attachment "A"*). For security purposes, it is also important to be sure that the Town seal is not so simple that it can be easily duplicated. In addition, many municipalities include the date of incorporation on the Town seal. Therefore, the word "established" has been replaced with the word "incorporated". Since the Town is a duly incorporated municipality, our official town seal and logo now displays the word "Incorporated".

The Town Manager and I have had several discussions regarding how we will move forward with the replacement of the seal on items such as the letterhead, business cards





and even the logo in the building. This will be phased in as items are reordered and/or replaced and as the budget allows.

### **RECOMMENDATION**

Staff recommends the Council adopt the attached Ordinance designating the official Town Seal and Logo.

### **ATTACHMENTS**

- Attachment “A” – Recognizable Municipal Seals
- Attachment “B” – Advertisement Miami Herald Neighbors Section (March 8, 2018)