

City of West Miami

901 SW 62nd AVE
West Miami, FL 33144
cityofwestmiami.gov



AGENDA BRANDING BOARD MEETING

**TUESDAY, AUGUST 26, 2025
6:00 PM**

**City Hall, Commission Chambers
901 SW 62 AVE, 2nd Floor
West Miami, FL 33144**

BRANDING BOARD

**Lydi Castellanos
Christian Felipe
Kristina Varona
Aimee Paraso**

**City Manager Edward Silva
City Attorney Dexter W. Lehtinen
City Clerk Annery Gonzalez**

Staff Liaison to the Branding Board: Rebeca Prieto Sanchez

1. PLEDGE OF ALLEGIANCE
2. ROLL CALL
3. PRESENTATION OF MINUTES FOR APPROVAL

A) August 13, 2025 Branding Board Meeting

4. PUBLIC COMMENTS
5. UNFINISHED BUSINESS

(Items deferred at the 8/13/2025 Board Meeting)

A) Final Decision on City Tagline

- Each member will present their tagline proposal
- Final discussion and vote on top 3 options

B) City Banner Program

- Continued discussion and potential idea recommendations

C) Entry Monuments

- Continued discussion

6. NEW BUSINESS AGENDA ITEMS

A) Selection of a Board Chair

B) Selection of next meeting date

7. GOOD OF THE ORDER

8. ADJOURNMENT

NOTE:

- * ANY PERSON, OR PERSONS, WISHING TO APPEAL ANY DECISION MADE BY THE BRANDING BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL REQUIRE A VERBATIM RECORD OF THE PROCEEDING UPON WHICH THE APPEAL IS BASED. INTERESTED PERSONS SHOULD, THEREFORE, TAKE THE NECESSARY STEPS TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH CONTAINS THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS BASED. (F.S.286.0105)
- * ANY PERSON WISHING TO ADDRESS THE BRANDING BOARD ON ANY ITEM ON THE AGENDA SHALL REGISTER WITH THE CITY CLERK PRIOR TO THE ITEM BEING HEARD. PRIOR TO MAKING A STATEMENT, PLEASE STATE YOUR NAME AND ADDRESS FOR THE RECORD.
- * ANY PERSON REQUIRING SPECIAL ACCOMMODATIONS FOR PARTICIPATION IN THE MEETING SHOULD CONTACT THE CITY CLERK AT 305 266-1122, WITH REQUESTS FOR AUXILIARY AIDS OR SERVICES AT LEAST TWO BUSINESS DAYS BEFORE THE MEETING.