

RESOLUTION NO. 12-1012

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF MIAMI LAKES, FLORIDA, TO ADOPT THE PROPOSED NEW TOWN LOGO AND TAGLINE; AUTHORIZING THE TOWN ATTORNEY AND THE TOWN MANAGER TO TAKE ALL STEPS NECESSARY TO PROTECT THE USE OF THE TOWN LOGO AND TAGLINE; PROVIDING FOR INCORPORATION OF RECITALS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the Town of Miami Lakes (“Town”) is a well-managed, highly desirable area, that possesses a comfortable, affordable small town quality and lifestyle characterized by its natural beauty and appeal; and

WHEREAS, in February 2012, the Town entered into a contract with Wilesmith Design & Advertising Agency to develop a brand image for the Town; and

WHEREAS, a Brand Steering Committee was created, which also incorporated interviews with the Town Council, the Mayor and focus groups (residents and business people) to provide feedback, guidance, and vision to assist in development of the Town’s new brand image; and

WHEREAS, on June 14, 2012, Wilesmith presented several options to the Brand Steering Committee, that which encompassed the visions and opinions of the focus groups, Town Council and the Mayor, at which time the tagline “Growing Beautifully” was unanimously agreed upon; and

WHEREAS, the Town Council desires to adopt the proposed Town Logo and Tagline “Growing Beautifully”, and authorize the Town Attorney and Town Manager to take all steps necessary to protect its use.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF MIAMI LAKES, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above recitals are true and correct and are incorporated herein by this reference.

Section 2. Authorization of Town Officials The Town Manager and Town Attorney are authorized to take all steps necessary to protect the Town's Logo and Tagline "Growing Beautifully".

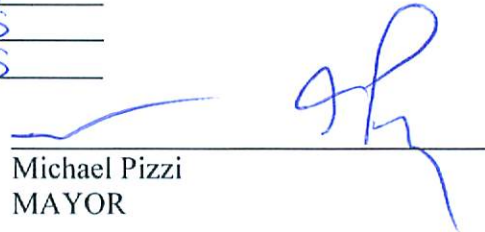
Section 3. Effective Date. This Resolution shall be effective immediately upon adoption.

PASSED AND ADOPTED this 10 day of July, 2012.

Motion to adopt by Councilmember Collins, second by Vice Mayor Mestre.

FINAL VOTE AT ADOPTION

| | |
|--------------------------------|---------------|
| Mayor Michael Pizzi | <u>Yes</u> |
| Vice Mayor Ceasar Mestre | <u>Yes</u> |
| Councilmember Mary Collins | <u>Yes</u> |
| Councilmember Tim Daubert | <u>absent</u> |
| Councilmember Nelson Hernandez | <u>Yes</u> |
| Councilmember Nick Perdomo | <u>Yes</u> |
| Councilmember Richard Pulido | <u>Yes</u> |



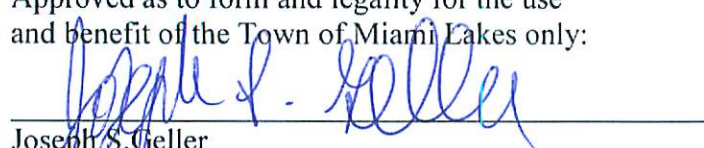
Michael Pizzi
MAYOR

ATTEST:



Marjorie Tejeda
TOWN CLERK

Approved as to form and legality for the use and benefit of the Town of Miami Lakes only:



Joseph S. Geller
Greenspoon Marder PA
TOWN ATTORNEY



MIAMI



LAKES

Growing Beautifully