



## RESOLUTION # 2025-69

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WEST MIAMI, FLORIDA, FOLLOWING THE RECOMMENDATION OF THE BRANDING BOARD; ADOPTING “WHERE GENERATIONS GROW” AS THE OFFICIAL CITY TAGLINE; ACKNOWLEDGING ALTERNATIVE OPTIONS OF “A CITY BUILT TO LAST” AND “WHERE NEIGHBORS ARE FAMILY”; PROVIDING FOR TRANSMITTAL; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Branding Board has been tasked with evaluating and recommending a unifying tagline that reflects the values, culture, and vision of the City of West Miami; and

**WHEREAS**, the tagline serves as a key element in establishing a consistent city brand identity that highlights the City’s commitment to community, heritage, and future growth; and

**WHEREAS**, after careful consideration of the City’s history, character, and aspirations, the Branding Board has identified “**Where Generations Grow**” as the primary recommended tagline, symbolizing West Miami’s dedication to fostering family, tradition, and intergenerational progress; and

**WHEREAS**, in addition to the primary recommendation, the Branding Board proposes two alternative taglines for consideration: “A City Built to Last,” emphasizing resilience and longevity, and “Where Neighbors Are Family,” underscoring the City’s close-knit community spirit;

**NOW, THEREFORE, BE IT RESOLVED** by the City Commission of the City of West Miami, Florida, as follows:

**Section 1.** The foregoing “whereas” clauses are hereby ratified and confirmed as true and correct and are hereby made a specific part of this Resolution upon adoption thereof.

**Section 2.** The Branding Board of the City of West Miami hereby recommends “**Where Generations Grow**” as the official City tagline.

**Section 3.** The Branding Board further presents “A City Built to Last” and “Where Neighbors Are Family” as alternative taglines for consideration by the City Commission.

**Section 4.** The City Clerk is directed to transmit certified copies of this Resolution to the Mayor, City Commission, and other appropriate officials for review and adoption.

**Section 5.** This Resolution shall become effective immediately upon adoption.

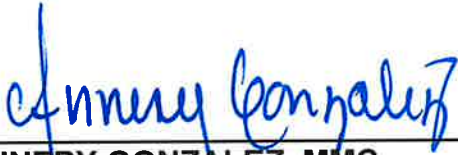
**PASSED** and **ADOPTED** this 9<sup>th</sup> day of September 2025.

APPROVED:



\_\_\_\_\_  
**ERIC DIAZ-PADRON, MAYOR**

ATTEST:



\_\_\_\_\_  
**ANNERY GONZALEZ, MMC  
CITY CLERK**

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:



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**DEXTER W. LEHTINEN, CITY ATTORNEY**

ROLL CALL:

This Resolution was offered by Vice-Mayor Chavez, Jr., who moved its adoption. The motion was seconded by Commissioner Blanes. The vote was as follows:

<b>MAYOR ERIC DIAZ-PADRON</b>	<b><u>Y</u></b>
<b>VICE-MAYOR IVAN CHAVEZ, JR.</b>	<b><u>Y</u></b>
<b>COMMISSIONER JUAN M. BLANES</b>	<b><u>Y</u></b>
<b>COMMISSIONER GUSTAVO J. CEBALLOS</b>	<b><u>Y</u></b>
<b>COMMISSIONER LUCIANO L. SUAREZ</b>	<b><u>Y</u></b>