



March 5, 2025

To: Sam Anselm, City Administrator

From: Cody Sanders, Public Relations Coordinator

Re: City Seal

Executive Summary

The City of West Plains is proposing the adoption of a new official city seal to modernize its branding and enhance its representation of the community's identity and values. This update aims to provide a fresh, recognizable, and consistent emblem for official city documents, signage, and communications.

Discussion

The new city seal was created through a community engagement-centered contest, inviting local artists and designers to submit their visions for the city's official emblem. After receiving multiple submissions, the final design was selected by a public vote, allowing community members to choose the seal that best represents West Plains. This process ensured that the new seal is both a product and a reflection of the community it represents.

Adoption of the new seal will standardize its use across all official city materials, replacing the previous version in a phased approach. This transition will be managed internally to minimize costs, ensuring that existing materials are used before replacement where feasible.

Fiscal Impact

The immediate fiscal impact includes a \$50 purchase of a new stamp featuring the updated city seal. Other costs associated with the transition, such as digital updates and the gradual replacement of physical materials, will be managed within existing departmental budgets.

BILL NO. 2025-03

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF WEST PLAINS, MISSOURI ADOPTING A NEW CITY SEAL.

WHEREAS, the City of West Plains has used a city seal to represent the identity, values, and spirit of the community; and

WHEREAS, the City Council recognizes the importance of a city seal as a symbol of civic pride and identity; and

WHEREAS, the new city seal will be used for ceremonial and official purposes as outlined in the city code.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF WEST PLAINS, MISSOURI AS FOLLOWS:

Section 1: The City Council hereby adopts the new city seal (Exhibit A), as designed and presented, to represent the City of West Plains

Section 2: The City Clerk is directed to incorporate the new city seal on all official city documents, insignia, and materials as appropriate.

Section 3: The City Administrator is authorized to oversee the use of the new city seal for ceremonial purposes and on city communications, signage, and other relevant materials.

Section 4: This resolution shall take effect immediately upon its adoption.

PASSED AND APPROVED THIS ____ DAY OF _____ 20____.

CITY OF WEST PLAINS, MISSOURI

BY: _____
MAYOR MICHAEL TOPLIFF

ATTEST:

CITY CLERK KELLIE MAYERS

