

Report to Council

Report Title: Remembrance Day Banners

Prepared By: Paulette Peirol, Community Development Coordinator

Department: Economic Development

Date: June 22, 2021

Report Number: ED2021-04 **File Number:** C11ED

Attachments: Letter from Walkerton Legion,
Sample Banner Photo

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2021-04 – Remembrance Day Banners, prepared by Paulette Peirol, Community Development Coordinator and in so doing approves the display of Remembrance Day Banners in downtown Walkerton, supporting an initiative by the Walkerton Legion to commemorate our veterans; and further commits to covering the cost associated with installing and taking down the banners each year.

Report:

Background:

The Walkerton Legion is proposing to create a series of outdoor banners honouring local veterans, similar in style to those found in many other municipalities, including neighboring Hanover. The banners will include the Legion emblem and Municipality of Brockton on them, along with a photo and name of a local veteran. They will be sponsored by families of veterans, and the Legion will oversee the production of each banner created. The banners will be stored at the Legion when not in use.

It is expected that under a dozen banners will be produced in the first year of the project, with more to be added each year. They will be designed to fit on the banner poles currently in use by the Municipality in downtown Walkerton, and staff will assist with this.

The Legion is asking Council to support the project through offering space to hang them on existing banner poles, and covering the cost of installation each year.

Analysis:

Remembrance Day banners are becoming increasingly popular in rural communities such as ours, and are an effective way to publicly commemorate and honour local veterans. Switching up the current banners with

special Remembrance Day banners from mid-October to November will liven up downtown Walkerton and call attention to this aspect of our culture and heritage.

Staff reached out to a local contractor, Hawkins Electrical Contracting Ltd., that has experience installing our banners and Christmas lights each year, for an estimate of the costs of installing the Legion banners. The company indicated they would be happy to do this free of charge, as a donation to the community.

Staff applaud the initiative of the Legion and support the project wholeheartedly. The banners would be removed immediately after Remembrance Day each year, along with the summer banners, to make way for seasonal Christmas lights. The work is typically done in the early morning or evening, causing minimal disruption to traffic or pedestrians.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | N/A |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Hawkins Electrical Company has kindly offered to install the banners free of charge for 2021. Should this arrangement not be accepted, or not continue, the cost of installing the banners would be under \$200 a year.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Paulette Peirol, Community Development Coordinator

Reviewed By:



Sonya Watson, Chief Administrative Officer