



# CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall  
1229 Esquimalt Road  
Esquimalt, B.C. V9A 3P1

## Legislation Text

---

File #: 20-063, Version: 1

---

### REQUEST FOR DECISION

**DATE:** January 29, 2020

Report No. EPW-20-008

**TO:** Laurie Hurst, Chief Administrative Officer

**FROM:** Jeff Miller, Director of Engineering and Public Works

**SUBJECT:**

Remembrance Banner Program

**RECOMMENDATION:**

That Council approves Council Policy No. EPW-06 Remembrance Banner Program, as attached to Staff Report EPW-20-008.

**RELEVANT POLICY:**

Freedom of Information and Protection of Privacy Act (*FIPPA*)  
Council Policy No. ADMIN-42 (Records Management)

**STRATEGIC RELEVANCE:**

Healthy, Livable and Diverse Community  
Build and Enhance Partnerships  
Local Services and Infrastructure.

**BACKGROUND:**

On May 27, 2019, the Mayor presented Council with a report regarding a potential Remembrance Banner Program. The Council's resolution was as follows:

*"That Council request staff to prepare a report to Council as to how the Township of Esquimalt can facilitate a community project of Remembrance Day banners."*

The Program was then discussed at Committee of the Whole on January 13, 2020 (EPW-20-002). Council provided direction in order to finalize the draft Policy [see Attachment 1].

The highlights of the Program are:

- Approximately 44 banner holders located along Esquimalt Road and Admirals Road would be made available to mount the banners
- The banners would contain the name of deceased service personnel, their branch of service,

and the conflict they served in.

- The conflicts would include:
  - World War One
  - World War Two
  - Korean Conflict
  - Peace Keeping Operations
  - Afghanistan Mission
- The banners would be mounted on the banner holders during the fall themed banner installation and taken down when the winter themed banners were installed (approximately three months)
- Individuals would purchase the banners and the Township would store and change the banners
- The life span of a purchased banner would be three years

An example of the banner format is illustrated in Attachment 2.

## ISSUES:

### 1. Rationale for Selected Option

The Remembrance Banner Program is a program that will allow the Township and its residents an opportunity to pay tribute to individuals who have made an immeasurable contribution to Canadian society by choosing to serve Canada during times of conflict and peace keeping. With the Banner Program, a visual display will be created on banner holders along Esquimalt Road and Admirals Road to express this tribute. It is the recommendation of staff that Remembrance Banner Policy, EPW-6 be approved.

### 2. Organizational Implications

The ordering and purchasing of the banners will be carried out by Parks and Recreation. The mounting and dismounting, along with the storage of the banners, will be carried out by Engineering and Public Works. The activities associated with this program can be accommodated into the work plans of the various staff members without significant impact to their work loads.

### 3. Financial Implications

There are no significant financial implications to this Program. The Township will order the banners upon receipt of payment from the individuals purchasing the banners. The individual who purchases a banner will receive a tax benefit from the purchase. Costs to the Township for the management and mounting, dismounting, and storage of the banners will be accommodated within the operational budget as banners will be mounted and/or dismounted during the typical seasonal change of banners.

### 4. Sustainability & Environmental Implications

There are no significant sustainability and environmental implications. The social implication is that this program will allow the Township and its residents to pay respect to the individuals who have

served Canada through conflict periods and peace keeping operations.

## 5. Communication & Engagement

Once the Policy has been approved, staff will prepare materials to advertise and make residents aware of the program and how to participate. This engagement piece will proceed from February to May (approximately) depending on response from the community. Information on the program will also be included on the website and social media as required.

### **ALTERNATIVES:**

1. That Council approve Council Policy No. EPW-06 Remembrance Banner Program, as attached to Staff Report EPW-20-008.
2. That Council does not approve Council Policy No. EPW-06 Remembrance Banner Program
3. That Council direct further changes and approve the amended Council Policy No. EPW-06 Remembrance Banner Program, as attached to Staff Report EPW-20-008.