



| | |
|----------------------------------|------------------------------------------|
| POLICY AND ADMINISTRATION MANUAL | REFERENCE NUMBER: C57 |
| SECTION: COUNCIL POLICY | POLICY TITLE: VETERANS BANNER PROGRAM |

1. PURPOSE

- 1.1. The purpose of the Veterans Banner Program is to recognize and honour veterans and active-duty military members from within our municipality through the public display of commemorative banners. These banners serve as a visual tribute and will be installed in designated, safe-to-access public areas.

2. CORE PRINCIPLES

This program is guided by the following principles:

- 2.1. Respect – Honouring the service and sacrifice of veterans and active military personnel.
- 2.2. Heritage – Preserving and promoting the legacy of local veterans for present and future generations.
- 2.3. Community Engagement – Encouraging civic pride and participation through a visible public tribute.
- 2.4. Equity – Ensuring fair representation across all districts within the municipality.
- 2.5. Safety – The Municipality shall ensure the utmost protection of municipal staff, residents, and the public throughout the installation, maintenance, and exhibition of banners honoring those who have served.

3. OBJECTIVES

- 3.1. To formally acknowledge the military service of current or former residents.
- 3.2. To promote awareness and appreciation for the contributions of veterans and military personnel.
- 3.3. To ensure a respectful, fair, and consistent approach to program delivery.
- 3.4. To provide a clear and equitable framework for participation.

4. PROGRAM PROCEDURES

4.1. ELIGIBILITY CRITERIA

- 4.1.1. To qualify for the program, the honouree must: be a veteran or active-duty member who has served in World War I, World War II, the Korean War, Peacekeeping missions, NATO operations, Afghanistan, or other recognized military service (as accepted by the Legion); and



| | |
|----------------------------------|------------------------------------------|
| POLICY AND ADMINISTRATION MANUAL | REFERENCE NUMBER: C57 |
| SECTION: COUNCIL POLICY | POLICY TITLE: VETERANS BANNER PROGRAM |

4.1.2. Have lived in or have a strong familial connection to the Municipality (e.g., child, parent, grandparent, or spouse is/was a resident).

4.2. APPLICATION PROCESS

4.2.1. The Municipality and partnering Legions will promote the application period each spring through social media and other channels.

4.2.2. Applications must be submitted using the official form (Appendix A), available online, at the municipal office, or at the local Legions.

4.2.3. All applications will be submitted to the Legions for initial review and screening.

4.3. AGREEMENT

4.3.1. Once a sponsor is accepted into the program, the Municipality and the Legions agree to display the veteran's banner for a three-year period, beginning in October 2025.

4.4. MANAGING NEW AND RENEWAL APPLICATIONS

Unless otherwise directed by Council resolution, each year, a maximum of 45 banners will be accepted by the Municipality, with a suggested allotment of five banners per district. The process for managing applications is as follows:

4.4.1. New Applicants

4.4.1.1. Priority will be given to new applicants.

4.4.1.2. If the number of new applications exceeds the 45-banner program limit or the limit suggested by council, a lottery system will be used to determine which applicants are selected. This process will be applied within each district if the number of applications exceeds the district's allotment.

4.4.1.3. If fewer than 45 new applications are received, all new applicants will be accepted, even if a district exceeds the guideline of five banners.

4.4.2. Renewals

4.4.2.1. If fewer than 45 new applications are received, the remaining available spots will be opened to renewal applications.

4.4.2.2. If the number of renewal applications exceeds the available district allotments, municipal staff and the Legion representative will conduct a cross-district review. If necessary, a lottery system will be used to select renewal applications.



| | |
|----------------------------------|------------------------------------------|
| POLICY AND ADMINISTRATION MANUAL | REFERENCE NUMBER: C57 |
| SECTION: COUNCIL POLICY | POLICY TITLE: VETERANS BANNER PROGRAM |

4.4.2.3. Districts may exceed the five-banner guideline if overall program capacity allows, as determined by municipal staff and council.

4.4.2.4. Families wishing to renew their banner after the three-year display period must purchase a new banner at full cost to ensure quality for continued display.

4.5. DOCUMENTATION AND PAYMENT

Once approved by the initial screening process, families must provide the following:

- 4.5.1.** A high-resolution photograph (preferably in uniform),
- 4.5.2.** Proof of service (e.g., military ID, discharge papers),
- 4.5.3.** Confirmation of local connection to the Municipality,
- 4.5.4.** Payment of the applicable banner fee.

5. BANNER DESIGN AND SPECIFICATIONS

Banners will follow a standardized design for consistency, including:

- 5.1.** Honouree's name,
- 5.2.** Photo,
- 5.3.** Rank and branch (if known),
- 5.4.** Sponsor's name,
- 5.5.** Tribute message such as "Lest We Forget",
- 5.6.** Flags (Canadian, Acadian, Union Jack).
- 5.7.** All banners will conform to municipal design guidelines (size, colour, font, layout).

6. INSTALLATION AND DISPLAY

6.1. Banners will be installed annually prior to Remembrance Day and remain on display for a set period (e.g., October 11 to November 15). Display locations will be determined by the Municipality, considering:

- 6.1.1.** Staff safety during installation,
- 6.1.2.** Sidewalk proximity,
- 6.1.3.** Visibility in key community areas (e.g., near schools).



| | |
|----------------------------------|------------------------------------------|
| POLICY AND ADMINISTRATION MANUAL | REFERENCE NUMBER: C57 |
| SECTION: COUNCIL POLICY | POLICY TITLE: VETERANS BANNER PROGRAM |

6.2. The Municipality reserves the right to rotate banners or limit displays based on space and logistical constraints.

7. MAINTENANCE AND STORAGE

7.1. The Municipality is responsible for the installation, removal, and storage of banners during the annual display period.

7.2. Banners will be stored by the Municipality for the duration of their three-year term.

7.3. After three years, banners will be donated to the veteran's sponsor.

7.4. Damaged or faded banners may be reprinted at the request of the veteran's family, at their own expense.

8. PROGRAM ADMINISTRATION

8.1. The Veterans Banner Program will be administered by designated municipal staff in partnership with local Legions.

8.2. Final decisions regarding banner design and placement rest with the Municipality, in consultation with the local Legion.

8.3. Legions will accept applications and oversee the initial screening process.

8.4. The Municipality will collect funds and coordinate the ordering of banners for the program.

8.5. The Municipality will provide a draft banner design to the respective local Legions for final approval.

9. POLICY REVIEW

9.1. This policy will be reviewed every three (3) years or as directed by Council.



| | |
|----------------------------------|------------------------------------------|
| POLICY AND ADMINISTRATION MANUAL | REFERENCE NUMBER: C57 |
| SECTION: COUNCIL POLICY | POLICY TITLE: VETERANS BANNER PROGRAM |

| | |
|--------------------------------------------------------------------------|--------------|
| Chief Administrative Officers' Annotation for Official Policy Record | |
| Date of Notice to Council Members of Intent to Consider (7-days minimum) | May 15, 2025 |
| Date of Passage of Current Policy | |
| I certify that this policy was adopted by Council as indicated above. | |
| _____ | _____ |
| Warden | Date |
| _____ | _____ |
| Chief Administrative Officer | Date |

| Version Log | | |
|-------------|-----------------|------|
| Version # | Amendment | Date |
| 1 | Original Policy | |