



Staff Report

Administration – Communications

Report To: COW-Finance, Admin, Fire, Legal, Community Services
Meeting Date: April 24, 2023
Report Number: FAF.23.045
Title: Updated Town Proclamation List and Revisions to the Flag Protocol and Proclamation Policy
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.23.045, entitled "Updated Town Proclamation List and Revisions to the Flag Protocol and Proclamation Policy";

AND THAT Council approves the updated Proclamation List, including the list of additional Days of Recognition as outlined within this report;

AND THAT Council approves the updates to the Flag Protocol and Proclamation Policy COR.21.01 as attached to this report.

B. Overview

The purpose of this report is to update and confirm the list of annual proclamations that are recognized and approved by the Town of The Blue Mountains Council. The report also recommends updates to the Flag Protocol and Proclamation Policy for consideration by Council.

C. Background

All proclamations, including flag raisings, are currently governed by the [Flag Protocol and Proclamation Policy COR.21.01](#). The policy was last updated in 2021 with the revisions largely focused on providing further clarity to Town staff regarding the lowering of flags to half-mast.

As detailed in the policy, proclamations will not be issued for the following:

- a) Matters of political controversy;
- b) Religious organizations or religious events or celebrations;
- c) Individual convictions;
- d) Organizations or events with no direct relationship to Town of The Blue Mountains;
- e) Celebrations, campaigns or events contrary to Town Policies or by-laws;
- f) Celebrations, campaigns or events intended for profit making purposes;
- g) Attempting to influence government policy;

h) National, Independence or Republic Days.

In addition to the Policy, at the August 20, 2021 Committee of the Whole meeting, CAO Shawn Everitt presented staff report [FAF.21.148 – Official Proclamation Listing for the Town of The Blue Mountains](#). The report received support from Council, which included the approval of an official list of annual proclamations that the Town recognizes and supports. As detailed in the previous staff report, historically, proclamations have been requested by individuals or special interest groups or set by Federal and or Provincial Governments.

D. Analysis

Through the Communications and Economic Development Team's annual work plan, staff realized an opportunity to update the Town's official Proclamation List. The updated proclamation list builds upon the list approved in 2021 to include additional proclamations that have already received Council approval following the original report from CAO, Shawn Everitt.

Updated Town Proclamation List

Month	Official Proclamation
January	<ul style="list-style-type: none">• None
February	<ul style="list-style-type: none">• Eating Disorder Awareness Week
March	<ul style="list-style-type: none">• Amyloidosis Awareness Month
April	<ul style="list-style-type: none">• Autism Awareness Day• Earth Day / Pitch In Canada Week• National Volunteer Week
May	<ul style="list-style-type: none">• NAOSH (Health, Safety & Wellness Week)• National Public Works Week• International Building Safety Month
June	<ul style="list-style-type: none">• Safe Kids Week• Pride Week• World Elder Abuse Awareness Day• Longest Day of SMILES
July	<ul style="list-style-type: none">• None
August	<ul style="list-style-type: none">• None

Month	Official Proclamation
September	<ul style="list-style-type: none"> • National Day for Truth and Reconciliation • Legion Week • Canadian Cancer Society CIBC Run for the Cure (Pink Week) • Childhood Cancer Awareness Month
October	<ul style="list-style-type: none"> • Fire Prevention Week • Waste Reduction Week • Child Care Worker and Early Childhood Educator Day • Toastmasters Month
November	<ul style="list-style-type: none"> • Giving Tuesday • International Day for the Elimination of Violence Against Women
December	<ul style="list-style-type: none"> • None

Additional Days of Recognition

To complement the list above, staff have included a list of additional days of recognition that Council may consider adding to the Town's Official Proclamation List. The recommended list was created by researching days of recognition that are commonly supported by municipalities and public sector organizations throughout Ontario. The purpose of the list is to help generate awareness related to the causes and to also strengthen the Town's position as a leading and inclusive public sector organization.

- [Crime Stoppers Awareness Month](#) – January
- [Alzheimer's Awareness Month](#) – January
- [Black History Month](#) – February
- [World Thinking Day](#) – February 22
- [International Women's Day](#) – March 8
- [International Day for the Elimination of Racial Discrimination](#) – March 21
- [World Down Syndrome Day](#) – March 21
- [World Water Day](#) – March 22
- [Purple Day \(Epilepsy Awareness\)](#) – March 26
- [International Transgender Day of Visibility](#) – March 31
- [BeADonor Month](#) – April
- [Tourism Week](#) – April 24 - 30
- [Emergency Preparedness Week](#) – May 1 - 7
- [National Physicians Day](#) – May 1
- [National Nurses Week](#) – May 8 -14
- [International Firefighters Day](#) – May 4
- [International Day Against Homophobia, Transphobia, and Biphobia](#) – May 17
- [National AccessAbility Week](#) – May 28 – June 3

- [National Indigenous History Month](#) - June
- [National Police Week](#) – May 14 - 20
- [National Drowning Prevention Week](#) – July 17 - 21
- [International Overdose Awareness Day](#) – August 31
- [National Seniors Day](#) – October 1
- [Small Business Week](#) – October 15 - 21
- [Local Government Week](#) – October 16 - 20
- [National Housing Day](#) – November 22

Amendments to the Flag Protocol and Proclamation Policy COR.21.01

Specifically, the recommended amendments to the policy are related to proclamations and the respective procedure sections. If approved through this staff report, the updated Proclamation List, including the list of additional Days of Recognition will be added as an attachment to the policy.

Specific procedure section updates are highlighted below in yellow:

Flags for Proclamations

11. If a flag raising is requested and/or if a flag related to the proclamation is available, the flag shall be flown at the Riverwalk Flagpole. Flags shall be flown for the duration of the related proclamation. If the dates of two or more proclamations overlap, staff will use discretion to provide each proclamation with a reasonable amount of time as related to the recognition and awareness period.

12. The Riverwalk flagpole, located at 26 Bridge Street, shall be the designated flagpole used to fly proclamation flags at the discretion of Council. Flags shall be flown for the duration of the approved proclamation.

Application Process

16. All organizations and/or persons submitting a request for proclamation shall complete an “Application for Proclamation” as laid out in Schedule C of this policy. This application will be retained by the Clerk’s Office and will be reviewed as part of the approval process. Approvals shall be based on a first come first served basis based on the date the request was received by the Clerk’s Office. If the requested proclamation is already included on the Council approved list of proclamations then no formal request is required to be submitted for approval.

Proclamations Not Previously Requested

18. When a proclamation request is received that has not been previously granted by Council in the last five (5) years and if the requested proclamation is not included on the Council approved list of proclamations, the request will first be reviewed by the Clerk against the approved eligibility criteria. If eligible, the Clerk will place the request on an agenda for Committee of the Whole and/or Council for consideration.

Communication

To ensure fairness, all approved proclamations receive the same level of support and promotion from the Town, which includes:

- a) Press release and/or Notice of Proclamation posted on the Town website;
- b) Posting and recognition of the proclamation on the Town's Social Media Accounts;
- c) Recognition of the proclamation in the Town's Monthly E-Newsletter;
- d) A proclamation certificate issued by the Office of the Mayor;
- e) Flag raising and photo at the Riverwalk Flagpole (if applicable).

If desired, organizations and/or supporters are welcome to coordinate additional activities outside of the standard support and promotion activities provided by Town as referenced above.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

The financial impacts associated with this report include staff time to promote the proclamation and the cost of obtaining/purchasing the associated flags. If a flag needs to be purchased and/or replaced, the cost will be covered by the Communications and Economic Development Division budget.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

Ryan Gibbons, Director of Community Services

Corrina Giles, Town Clerk

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications and Economic Development communications@thebluemountains.ca.

J. Attached

1. Revised Flag Protocol and Proclamation Policy POL.COR.21.01

Respectfully submitted,

Tim Hendry
Manager of Communications and Economic Development

For more information, please contact:
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Report Approval Details

Document Title:	FAF.23.045 2023 Updated Town Proclamation List and Revisions to the Flag Protocol and Proclamation Policy.docx
Attachments:	- Attachment-1-Revised-Flag-Protocol-and-Proclamation-Policy-POL-COR-21-01.pdf
Final Approval Date:	Apr 11, 2023

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Apr 11, 2023 - 9:33 AM

No Signature - Task assigned to Shawn Everitt was completed by assistant Liz Saunders at the direction of CAO Shawn Everitt

Shawn Everitt - Apr 11, 2023 - 9:35 AM