

May 2, 2025

Council:

I am writing as a follow-up to my Public Comment delivered to COW on April 28/25 and my emails sent to a couple of councillors last July. Twice I have encouraged hanging our Canadian Flag throughout the towns, villages and hamlets that make up the Town of The Blue Mountains.

Why?

1. The Canadian flag represents Hope, Peace, Strength, Safety and Inclusiveness. What better way for the Town of The Blue Mountains to align itself with these values?
2. This is an easily recognizable and demonstrative way to embrace the towns, villages and hamlets that make up our collective whole.
3. This will be seen as a strong statement, showcasing to the 'outside world' that we are a focused, proud, safe, peaceful, welcoming, inclusive, ambitious and forward-thinking community. These attributes lend themselves to attracting businesses, families and individuals from all regions and walks of life that are looking for the same.
4. Imagine the Town of The Blue Mountains blanketed in a sea of flags — while it would be seen by many as a tourist attraction; i.e., The Canadian Flag Trail, it would be far more. The promotional opportunities, are many. Our current economic driver, Tourism, would only be enhanced by these actions.
5. This initiative could be folded into the current 'Shop Blue' promotional campaign; e.g., Shop Red and White in Blue; Shop Canadian in Blue; etc.


There are a number of means at Council's disposal to invest in this opportunity:

1. The newly realized MAT revenues
2. Town Reserves
3. Community Improvement Fund
4. Grants and Donations Committee
5. BIA and Chamber of Commerce member businesses
6. Community Fundraising
7. BMVA
8. Local Service Clubs; e.g., Rotary; The Legion; etc.
9. Federal and Provincial Grants
10. Development Charge revenues
11. Alterra Mountain Company
12. National Businesses with a local footprint

The current political and economic climates demand timely actions at all levels of government. While I first proposed this initiative back in July/24, success often depends on serendipity, ergo, there couldn't be a better time to seize the moment.

I look forward to your thoughts on moving this initiative forward.

Hazel A. Milne


Thornbury, ON