

To:	Warden Milne and Members of Grey County Council
Committee Date:	May 9, 2024
Subject / Report No:	CCR-CW-08-24
Title:	Community Awareness Campaign and Proclamation Policy
Prepared by:	Sarah Goldrup, Deputy Clerk and Tara Warder, Clerk
Reviewed by:	Kim Wingrove, CAO
Lower Tier(s) Affected:	
Status:	

Recommendation

1. That Report CCR-CW-08-24 regarding a Community Awareness Campaign policy be received; and
2. That Policy ADM-01-95 – Proclamations be repealed; and
3. That the Community Awareness Campaign policy for proclamations, flag raisings and building illumination be endorsed as presented; and
4. That the Warden be delegated the authority to approve and deny requests in accordance with the policy on behalf of County Council.

Executive Summary

The purpose of this report is to present a new policy, being the Community Awareness Campaign policy, for Council's consideration. It revisits a long-standing statement from 1995 that notes Grey County will not declare or publish proclamations in order to provide a policy and guiding process to permit and handle requests from the community in a consistent manner.

Background and Discussion

On May 2, 1995, Grey County Council adopted Policy ADM-01-95 – Proclamations, which provided that the County would not declare or publish proclamations.

Proclamations refer to formal announcements made by the municipality, typically concerning matters of great importance or community significance that are intended to raise public awareness or offer recognition. Declarations may be accompanied by an interest in illuminating

municipally-owned infrastructure, such as buildings and clock or water towers, with a specific colour or by raising a flag to support events or causes.

While this policy has remained unchanged, there has been ongoing community interest in the County's recognition of such matters, and informal staff-led initiatives have developed over time. Formalizing these efforts to raise public awareness or recognition could positively impact residents and align with the County's commitment to promoting positive community values.

The proposed policy, attached, is intended to encompass and provide a process for requests for declarations, written proclamations, flag raisings and building illumination requests.

Key Policy Points

- Though Council retains authority to approve requests for community awareness campaigns, the policy and recommendation propose that the Warden be delegated such authority in order to respond and implement requests in a timely manner.
- Grey County does not currently have a community flagpole. It is proposed that one existing flagpole at Grey Roots be designated as the community flagpole until such time as a community flagpole can be installed to accommodate requests for flying community flags
- Requests for building illumination will be for the Grey County Administration Building
- Support for community awareness campaigns may be issued for civic promotions, public awareness campaigns, charitable fundraising campaigns, arts and cultural celebrations, special honours for individuals and organizations for special achievements.
- There are no exclusive rights to any day, week or month of any campaign and requests will be coordinated to the best of ability.

Legislated Requirements

There are none.

Legal Considerations

There are none.

Financial and Resource Implications

It is anticipated that there will not be any direct financial implications with the endorsement of this policy, outside of costs associated with staff's time in administering it.

Relevant Consultation

- Internal: Communications, CAO, Human Resources, Grey Roots
 - AODA Compliance (describe)
 - Contribution to Climate Change Action Plan Targets (describe)
- External (list)

Appendices and Attachments

Draft Policy

Corporate Policy

Community Awareness Campaign and Proclamation Policy

Approved by: County Council

By-law:

Replaces:

Section:

Policy:

Date Approved:

Last Revision Date:

Scheduled for Review by: 2029

Policy Statement

The Policy provides guidelines for issuing proclamations and the raising and lowering of flags and lighting for community awareness campaigns.

Purpose

To achieve consistency on handling requests for community awareness campaigns, including proclamations, flag raising and lighting requests that are received by Grey County.

Scope

Shall apply to any request for support for community awareness campaigns received by Grey County. It does not cover procedures around the lowering of federal, provincial and municipal flags in recognition of a death of an individual or other significant dates that have been identified under Policy 4-1.

1.0 Definitions

- 1.1 “Application” – an application for support of a community awareness campaign
- 1.2 “Community Flag Pole” – the flag poles as noted in Schedule A of this policy
- 1.3 “Proclamation” – a public or official announcement or declaration by the County of Grey
- 1.4 “Community awareness campaign” – public effort to promote or advocate for a particular cause and shall include proclamations
- 1.5 “County” – County of Grey

2.0 Procedures

- 2.1 **Application Process**

All organizations and/or persons submitting a request for proclamation, flag raising or lighting requests shall complete an “Application for Support of Community Awareness Campaign” as laid out in Schedule “C” of this policy.

All Applications shall be submitted to the Warden’s Office, who will respond to all requests.

The Warden will have the authority to sign proclamation certificates and approve requests for support of community awareness campaigns on behalf of Grey County.

Applications must be submitted at least three (3) weeks in advance of the date of event.

If organizations and/or individuals wish to invite the Warden or a member of County Council to attend an event related to a community awareness campaign, they must contact the Warden’s Office directly.

2.2 **Approval Criteria**

Support for Community Awareness Campaigns may be issued for the following if approved through the process:

- a. Civic promotions
- b. Public awareness campaigns
- c. Charitable fundraising campaigns
- d. Arts and cultural celebrations
- e. Special honours for individuals or organizations for special achievements

Support for Community Awareness Campaigns will not be issued for the following:

- a. Partisan and/or controversial matters
- b. Religious organizations, events or celebrations
- c. Promotion of business or commercial enterprises
- d. Individual convictions
- e. Matters inciting hatred or those that are discriminatory
- f. Organizations or events with no direct relationship to Grey County
- g. Celebrations, campaigns or events contrary to County Policies or by-laws
- h. Celebrations, campaigns or events intended for profit making purposes
- i. Attempting to influence government policy
- j. National, independence or Republic Days
- k. Matters which are untruthful

2.3 Approval is issued at the discretion of the Warden in consultation with the CAO’s Office in accordance with approved criteria outlined in this policy.

2.4 There are no exclusive rights to the day, week or month of any campaign. The Warden and/or CAO's Office has the ability to limit the duration and timeframes where necessary to accommodate other requests

2.5 Duration of campaigns shall be a maximum of one month

2.6 **Expenses**

No expenses as a result of the campaign will be incurred by Grey County.

2.7 **Flags, Flagpoles and Illumination**

Any community awareness campaign request for placement of a flag shall only be approved for the flagpoles designated as Community Flagpoles under this policy and in accordance with this policy.

Flags shall be delivered to the location of the Community flagpole at least three business days prior to the event date

Requests for lighting of a building shall only be approved for the buildings designated under this policy and in accordance with this policy.

3.0 General

3.1 Implementation of any request is weather dependent to ensure the health and safety of staff

3.2 This policy shall not apply to any initiative or operation of the County of Grey with regards to community awareness campaigns

3.3 This policy does not apply to any initiatives of the County such as holiday or special event decorations and displays.

3.4 The County will fly flags in accordance with etiquette. Flags should not be torn, ripped or in poor condition.

3.5 The County reserves the right at all times to remove, refuse or deny a request as deemed necessary or appropriate by the Warden or Council

3.6 The County shall maintain all rights and authority for the purposes of flying the National, Provincial, or Municipal Flag on the community flag pole on significant dates as deemed appropriate (including but not limited to Canada Day, Remembrance Day, etc.)

3.7 The County will not store community flags following the end of the campaign. Organizations and/or individuals are responsible for the prompt pick up of their respective flag.

3.8 The schedules of this policy made be updated from time to time by staff, as required

Forms

Application For Support of Community Awareness

Schedule A

Location of Community Flagpoles

1. Grey Roots Museum and Archives (Municipal flagpole)

Schedule B

Location of Building Illumination

1. Grey County Administration Building

Schedule C

Application for Proclamation / Flag Raising / Lighting Request



Community Awareness Campaigns and Proclamations Request Form

Request Type (Please Select All That Apply):

- Proclamation
- Flag Raising
- Building Illumination

Start Date Required:

Duration Requested:

- Day
- Week
- Month

There are no exclusive rights to the day, week or month of any campaign. The Warden and/or CAO's office has the ability to limit the duration and timeframes where necessary to accommodate other requests.

Organization or Community Group Name (Applicant):

Address:

Town:

Postal Code:

Contact Name:

Phone Number:

Email Address:

Description of Organization (mandate and other relevant information):

Description of Proclamation to be recognized (explanation and purpose):

State the End Result of the Requested Activities (i.e., What Will be Achieved – raise awareness, instill civic pride, celebrate a special occasion, etc.):

Provide Details of your Organization’s Connection to Grey County:

COMPLETE ONLY FOR FLAG RAISING REQUESTS:

Please Note: flag must have a top toggle attachment (no pole flags) and dimensions no larger than 36” X 72” (Standard).

Please upload an image of the flag requested to be raised.

COMPLETE ONLY FOR BUILDING ILLUMINATION REQUESTS:

Please select the colour you would like the building lit. Please note, colours are based on lighting inventory.

- Blue
- Green
- Red
- Pink
- Purple

- Orange

Forms must be received a minimum of three (3) weeks in advance of the date requested.

Please submit completed request forms to:

Mail:

County of Grey Administration Building
Attention: Kayla Rier, Office of the CAO and Warden
595 9th Avenue East
Owen Sound, ON
N4K 3E3

Email: kayla.rier@grey.ca

Applicants will be notified by the Office of the Warden of any decisions made.

Notice of Collection:

Personal information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of reviewing and responding to your request. By submitting this application, the applicant agrees this application or any relevant information to the request may be posted to the County of Grey website and included on a public Council Agenda for information. Questions about this collection should be directed to Clerk's Services at clerks@grey.ca.

The County reserves the right to refuse or defer any Proclamation, Illumination, or Flag Raising Request at any time.

Signature: _____

Date: _____