



TOWN OF AURORA
ADDITIONAL ITEMS NO. 2
FOR COUNCIL MEETING

Tuesday, August 9, 2016
7 p.m.
Council Chambers

- **Item 15 – IES16-066 – “Honouring Our Veterans” Banner Program**



**TOWN OF AURORA
COUNCIL REPORT**

No. IES16-066

SUBJECT: *“Honouring Our Veterans” Banner Program*

FROM: *Ivy Henriksen, Manager of Customer Service and Ilmar Simanovskis, Director, Infrastructure and Environmental Services*

DATE: *August 9, 2016*

RECOMMENDATIONS

THAT Report No. IES16-066 be received; and

THAT the “Honouring Our Veterans” Banner Program be approved.

PURPOSE OF THE REPORT

This report seeks Council approval of the proposed “Honouring Our Veterans” Banner Program.

BACKGROUND

The Aurora Canadian Legion is asking for this endorsement of their “Honouring Our Veterans” Banner program. The program can assist in engaging our local community in honouring and remembering local veterans from the Town of Aurora.

The banners would be printed with the picture of a local veteran and then installed on the Town’s flag banner poles for six (6) weeks commencing October 1, 2016, until their removal on or about November 12, 2016. The banner poles are located in the downtown core along Yonge Street with forty-four (44) banner poles to be utilized.

COMMENTS

The Legion would administer the sponsorship applications and coordinate all aspects of the program, and asks that the Town of Aurora endorse this program and provide assistance with the installation and removal of banners along the Yonge and Wellington Streets corridor. The Legion has also requested that assistance be provided in the promotion of the program by directing all interested parties to contact the Legion.

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LINK TO STRATEGIC PLAN

Establishing this program supports the Strategic Plan goal of supporting an exceptional quality of life for all through the accomplishment in satisfying requirements in the following key objectives within this goal statement:

Strengthening the fabric of our community: through the identification of new formats, methods and technologies to effectively and regularly engage the community.

ALTERNATIVE(S) TO THE RECOMMENDATIONS

None

FINANCIAL IMPLICATIONS

The approximate cost of installation would not exceed \$1,000, and would be in-kind, representing staff time and labour.

CONCLUSIONS

It is recommended that Council approve and endorse the "Honouring our Veterans" Banner Program.

PREVIOUS REPORTS

None

ATTACHMENTS

Attachment 1 – Sample Banner

PRE-SUBMISSION REVIEW

Chief Administrative Officer – August 8, 2016.

Prepared by: Ivy Henriksen, Manager, Customer Service, Ext. 4392



Ilmar Simanovskis
Director, Infrastructure &
Environmental Services



Doug Nadorozny
Chief Administrative Officer

Attachment 1



LEST WE FORGET



Fred Tilston V.C.
Second World War—Army

Honoured by

RCL BR 385

