



# The Corporation of the Town of Milton

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Report To: Council

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From: Meaghan Reid, Director, Legislative & Legal Services/Deputy Clerk

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Date: October 19, 2020

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Report No: CORS-054-20

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Subject: Proclamation and Flag Raising Policy

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**Recommendation:** THAT the proposed Proclamation and Flag Raising policy attached to Report CORS-054-20 as Appendix A be approved;  
AND FURTHER THAT Corporate Policy 039 be amended in the Corporate Policy Manual.

## EXECUTIVE SUMMARY

The purpose of this report is to recommend to Council an update to the Proclamation and Flag Raising Policy to ensure clarity and consistency in how the Town responds to these activities.

Staff continue to monitor the effectiveness of its current Corporate Policy Manual, recommending changes through housekeeping amendments to clarify directions and consolidate provisions, where appropriate.

The revisions to this policy were drafted based on feedback received from Executive Services and Community Services staff, as well as a scan of policies from neighbouring municipalities.

## REPORT

### Background

The current Proclamation and Flag Raising Policy No. 39 was adopted in 2011. The existing policy is general in nature and does not provide specific details about the protocol for managing incoming requests, eligibility criteria for approving these requests, nor does it have a standardized application process. To avoid inconsistencies with the application of this policy, staff reviewed the policy and have provided updates for Council consideration.



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The updated policy will provide more clarity for staff and applications and will help to ensure consistency with regard to staff's response to these requests. It also proposes a more thorough purpose, process and effective utilization of staff resources required to handle these requests.

## Discussion

The purpose of a Proclamation and Flag Raising Policy is to recognize and celebrate achievements, and raise public awareness of important initiatives in Milton. Proclamations are ceremonial documents issued and signed by the Mayor, on behalf of Town of Milton Council, which officially recognize public awareness campaigns, charitable fundraising campaigns, as well as arts and cultural celebrations of organizations that reside/operate within the Town of Milton.

Related policies were reviewed from a number of other municipalities, including Oakville, Burlington, Halton Hills, Toronto and Barrie. The proposed, updated policy in “Appendix A” is consistent with the practices of neighbouring municipalities.

The proposed, updated draft in “Appendix A” outlines a clear eligibility criteria and application process to ensure that a fair and equitable process is followed in serving the best interest of the requestor, the constituents and Corporation of The Town of Milton.

## Financial Impact

## None arising from this Report

Respectfully submitted,

Troy McHarg  
Commissioner, Corporate Services / Town Clerk

For questions, please contact: Laura Nelson, Executive Advisor, Office of the Mayor and CAO Phone: Ext. 2102

## Attachments

## Appendix A: Proclamations and Flag Raising Policy

CAO Approval  
Andrew M. Siltala  
Chief Administrative Officer

<b>POLICY:</b> Proclamations and Flag Raising	<b>POLICY NO.</b> 039
<b>EFFECTIVE DATE:</b> XXX, X, 2020	<b>REVISED:</b> October X, 2020

Reference: Staff Report CORS-054-20

**Former Policy:**

**Proclamations**

The Mayor is hereby delegated the authority to approval all requests for proclamations received by the Town. No requests shall be turned down. A copy of each approval letter from the Mayor's Office will be circulated as information to Council.

The Town of Milton shall not subsidize any costs related to proclamation advertising. The sponsoring organization requesting a proclamation shall be responsible for all publicizing and shall bear the entire cost of same. The sponsoring organization shall ensure that the proclamation has been approved by the Mayor prior to publicizing.

**Proclamation Flags**

Unless a proclamation has been approved by the Mayor the Town of Milton shall not fly the flag of any person, group or organization.

Note: Flags may fly during the duration of the proclamation, however, in cases where there are duplicated proclamations from different organizations, then a 'core' flying time will be determined by the Mayor's office for each organizations' flag.

**Recommended Policy:**

**POLICY STATEMENT**

The purpose of a proclamation is to recognize and celebrate achievements, and to raise public awareness of important initiatives in Milton.

**POLICY PURPOSE**

Proclamations are ceremonial documents issued and signed by the Mayor on behalf of Town of Milton Council that officially recognize public awareness campaigns, charitable fundraising campaigns, and arts and cultural celebrations of organizations that reside/operate within the Town of Milton.

## **ELIGIBILITY CRITERIA**

Proclamation Requests must be submitted to the Mayor's Office and shall meet all of the following criteria:

- Submitted by an organization that is a recognized charity with offices located in the Town of Milton or by a community group based within the Town;
- Will be issued only in respect of activities that support residents of the Town of Milton or related events taking place in the Town; and
- Must demonstrate respect and tolerance for all Milton residents, foster a sense of community and shall not be used as a vehicle to attempt to influence government policy or promote religious beliefs;
- Support public awareness campaigns or honour special achievements of individuals, institutions, or organizations.

Proclamations will not be issued for the following:

- Political parties or political organizations;
- Promotion of business or commercial enterprise;
- If the intent is contrary to corporate policies or by-laws;
- If the intent is to defame the integrity of the Town;
- If the event or organization has no direct interest or relationship to the Town.

Additional Information (To balance the number and frequency of submissions received)

- An organization may request one proclamation per year;
- Organizations do not have exclusive rights to the day, week or month being proclaimed;
- Proclamations of a similar topic will be issued on a first come, first serve basis;
- Proclamations must be requested on an annual basis;
- Requests not covered by the evaluation criteria may be approved at the discretion of the Mayor.

## **APPLICATION PROCESS**

1. Requests for proclamations, including the proposed wording of the proclamation and supporting information, must be submitted in writing to the Mayor's office at least three weeks in advance of an event;
2. The Mayor's office will review all requests in consultation with appropriate staff or departments, where necessary, and if required, make any appropriate amendments to the wording of the proclamation, which improves the structure and or intent of the requested proclamation;
3. Upon approval, proclamations will be issued by the Mayor and copied to Members of Council through regular information updates;
4. The Mayor's Office will provide one copy of the signed proclamation to the applicant;
5. Notification to the media and advertising is the responsibility of the applicant;

## Flag Raising

Requests for an organizations flag to be raised are to be submitted to the Mayor's Office. Requests will be granted only if the all the following are met:

- Flag raisings are to be accompanied by an annually approved proclamation from the Town of Milton's Mayor's office and requested in writing at the same time as the proclamation
- Official flag raisings must take place at Town Hall, not at Town facilities.  
\*If a group who has rented a facility would like to fly their flag during the duration of their rental that is permitted on a first-come first-serve basis
- For flag raisings with more than 25+ people attending, the group will have to speak to our staff events teams for approval.
- Flag raisings are conducted Monday-Friday during business hours
- Flag raisings cannot be booked more than 365 days in advance
- Requests will be processed and confirmed on a first come first served basis.
- Flags will be raised and displayed for a maximum of one month when the flag pole is available and no conflicting requests have been received, at the discretion of the mayor's office.
- Individuals, groups or associations required to provide the flag to be raised.
- The Mayor's Office will review all requests in accordance with Town policies and procedure in consultation with the appropriate staff, when required.
- The Mayor's Office will notify the Town of Milton Operation's staff of the flags to be raised and displayed as appropriate.
- Operations staff will be responsible for the raising and displaying of flags, as required.