



Town of Newmarket
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Community Flag Raising Staff Report

Report Number: 2019-6

Department(s): Legislative Services

Author(s): Kiran Saini, Acting Director of Legislative Services/Town Clerk

Meeting Date: January 14, 2019

Recommendations

1. That the report entitled Community Flag Raising dated January 14, 2019 be received; and,
2. That Council adopt the amended Proclamation, Lighting and Community Flag Raising Request Policy, attached as **Attachment A**; and,
3. That Council adopt the amended Municipal Flag Policy, attached as **Attachment B**; and,
4. That the Town Clerk be delegated the authority to amend the Proclamation, Lighting and Community Flag Request Policy from time to time, as required; and,
5. That Staff be directed to further review option 3 for the location of community flag raisings and report to Council in Q2 2019; and,
6. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Purpose

The purpose of this report is to seek Council approval in making significant amendments to the existing Proclamation and Lighting Policy and the Municipal Flag Policy as they relate to flag raising requests made by the community.

Background

At the December 17, 2018 Council Meeting, staff were directed to review the existing Municipal Flag Policy as it relates to flag raisings made by the community and report back to Council at its next meeting. A policy provides a standard to govern flag raising requests received and issued by the Town of Newmarket in recognition of events, organizations or community groups of significance in Newmarket. Accordingly, staff have undertaken a preliminary review of the existing policies as they relate to flag raisings and have outlined options as follows.

Discussion

Current Policies

The Town has two policies which are applicable to flag raisings, they are: 1) Municipal Flag Policy; and, 2) Proclamation and Lighting Request Policy.

The Municipal Flag Policy was first adopted by Council in 2012, and at that time it included flag raisings requests from the community. The Policy was subsequently amended in 2015 to remove community flag raisings. Since that time, Legislative Services has received requests from the community to raise their flags; however, since adopting the Proclamation and Lighting Request Policy in 2018, requestors have been provided with a unique opportunity to request a lighting request from the Town in lieu of a flag raising.

Should Council wish to return to providing this service to the community by raising various community flags, it is recommended that the Proclamation and Lighting Request Policy be amended to meet this requirement. This Policy currently has well-defined and researched standards, which means that requests for flag raisings, proclamations and lighting requests would all be reviewed by the Clerk using the same consistent criteria.

The Proclamation and Lighting Request Policy states that:

Approved proclamation and lighting requests will demonstrate an interest in or have a relationship with the Town, including but not limited to the following:

- a. arts celebrations
- b. charitable fundraising campaigns
- c. public awareness campaigns
- d. to honor individuals, institutions or organizations for special achievements

Proclamation and lighting requests will not be issued for the following:

- a. political parties or political organizations
- b. promotion of business or commercial enterprise
- c. matters inciting hatred, or those that are discriminatory
- d. intent contrary to corporate policies or by-laws

- e. intent is to defame the integrity of the Town, Ontario or Canada
- f. matters which are untruthful

Further, should Council amend the Proclamation and Lighting Request Policy to include community flag raisings, this would be an approach similar to municipalities such as the City of Markham, Town of Aurora, and Regional Municipality of Durham.

Amendments to Current Policies & Application Process

Should Council wish to amend the Municipal Flag Policy and Proclamation and Lighting Request Policy, the suggested amendments are attached as **Attachments A and B** to this report, and have been highlighted in yellow.

The Town currently has an online request process for all proclamation and lighting requests. This process has been working well, and any flag raising requests would similarly be included as part of the online application form. This would assist staff with streamlining the process regarding all three types of requests.

Location for Community Flag Raisings

Given the limited timeframe staff had to review viable options for the location of the flag raising, staff have outlined 3 options for Council's consideration, with their associated benefits and drawbacks.

Option 1 - Peace Park Flagpole on Cane Parkway

Benefits

- The flagpole at Peace Park currently exists.
- The Park is located close to the Municipal Offices, which provides easy access for Council Members and/or staff to attend, if required.

Drawback

- Peace Park could be considered to be in a less high-traffic, visible area.

Option 2 - Use the flagpoles used to fly the Town of Newmarket Flag at the entrance to the Municipal Offices

Benefits

- The flagpole is located in a high-traffic, visible area.
- The Municipal Offices provide the easiest access for Council Members and/or staff to attend, if required.

Drawback

- The Town would be removing its own municipal flag to temporarily fly another community organization's flag alongside the Canadian and Ontario flags.

Option 3 - Install a new flagpole at Riverwalk Commons

Benefit

- The flagpole would be located in a high-traffic, visible area.

Drawbacks

- Based on staff's preliminary review of this option, there would be budget implications of approximately \$2,000. However, this budgetary consideration is still to be validated through a formal quotation request.
- Lighting requests that are approved may be different from the flag raising requests approved; having both occur at the Riverwalk Commons may create confusion for the public, especially if there are special organized events with these requests.

Staff Recommended Location

Option 1 is recommended as there is a dedicated flagpole for community flag raisings.

Further Research and Consultation

Option 3 will need to be further reviewed and consulted with the appropriate staff. Should Council wish to further consider this Option, staff can be directed to do so.

Conclusion

The designated flagpole at the Peace Park on Cane Parkway is currently the appropriate location for community flag raisings. Additional locations will require further research and consultation.

Business Plan and Strategic Plan Linkages

The policy aligns with the Strategic Plan's key areas of focus. Flag raisings reinforce the strategic focus area of community engagement and the organization's core value of respect.

Consultation

Staff from Public Works, Corporate Communications and Facilities were consulted as part of this report. Given the limited timeframe, the Executive Offices still need to be further consulted as part of this service being provided by the Town.

Human Resource Considerations

There may be an increase in a request for Council Members and/or staff to attend special events surrounding flag raising, which is a resource consideration.

Budget Impact

None.

Attachments

Attachment A - Proclamation, Lighting and Community Flag Raising Request Policy
CORP. 1-12

Attachment B - Municipal Flag Policy CORP. 1-05

Approval

Kiran Saini
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Lisa Lyons
Acting Commissioner of Corporate Services

Contact

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