



STAFF REPORT

DATE: JULY 19, 2012
 TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS
 FROM: ROD FOSTER, CITY MANAGER *Rod Foster*
 PREPARED BY: EILEEN C. GOMEZ, CITY CLERK *Eileen Gomez*
 SUBJECT: CITY OF COLTON SALUTE OUR HEROES MILITARY BANNER PROGRAM

RECOMMENDED ACTION

It is recommended that the City Council approve the City of Colton Salute Our Heroes Military Banner Program Guidelines and banner design to recognize and honor our brave hometown heroes currently serving in the United States Military Armed Forces.

GOAL STATEMENT

The proposed action will support the City's goal to provide services to enhance the quality of life for the citizens of Colton.

BACKGROUND

The Council has created a Military Banner Ad Hoc Committee and Council Members David Toro, Susan Oliva and Alex Perez were appointed as members, with City Clerk Eileen Gomez serving as staff advisor. Since that time, staff has contacted surrounding cities with similar programs and was able to work with two vendors on a banner design. Due to other commitments and the time needed for this project, both vendors that were in prior negotiations for the design and production ultimately rejected the project. Staff then contacted a local vendor who was willing to commit to this project and has designed the banner. A sample banner will be presented to Council at this meeting.

ISSUES/ANALYSIS

The Colton Salute Our Heroes Military Banner Program is designed to recognize, support and express appreciation and gratitude to those individuals currently serving in the United States Military Armed Forces. To show our support for these brave men and women, the City would like to give residents an opportunity to display a banner that will list his/her name and branch of service, to be displayed proudly on major thoroughfares throughout the City. Colton residents interested in participating in the Salute Our Heroes Military Banner Program can fill out an application with proof of residency and upon final approval, a banner will be created and displayed in a designated location in the City.

Donations will also be accepted to help with the purchase of the banners. Family members, residents, organizations and business owners will have the opportunity to sponsor a banner by making a donation in the amount of \$300, which includes the production, installation and brackets for the banner. The banner will also list the sponsor that provided the funding for the production and installation of the banner. The provisions for banners in the rights of way is addressed in the Colton Municipal Code under Chapter 18.50 of Title 18. The display of these banners is permitted solely in conformance with this policy.

FISCAL IMPACTS

Banners will be produced with private funds. City staff will provide the installation and removal of the banners. The \$300 donation will cover the cost of the banner, hardware and installation.

ALTERNATIVES

1. Provide alternative direction to staff.

ATTACHMENTS

1. City of Colton Salute Our Heroes Military Banner Program Guidelines
2. City of Colton Salute Our Heroes Military Banner Program Application
3. Sample banners



CITY OF COLTON SALUTE OUR HEROES MILITARY BANNER PROGRAM GUIDELINES



MISSION STATEMENT

The purpose of the City of Colton Salute Our Heroes Military Banner Program is to:

- Honor our Colton military currently active and deployed
- Ensure that the aesthetic appeal of Colton’s main thoroughfares is maintained
- Promote the recognition of our military currently serving
- Manage the military banner approval process

GUIDELINES

Eligibility for Placement of Salute Our Heroes Military Banner Program Banners

- By enactment and administration of the Salute Our Heroes Military Banner Program, the City does not intend to designate City light poles for expressive activity or render City light poles into a public forum for expressive activity.

Banner Content and Specifications

1. The Salute Our Heroes Military Banner Program is to be used for the benefit of recognizing those currently serving in the United States Armed Forces.
2. The City Manager or his/her designee shall manage the Salute Our Heroes Military Banner Program and have sole authority to approve the installation of banners meeting the requirements as stated in these guidelines for this program.
3. All banners shall conform to the following specifications unless specified otherwise.

Banner Fabric: Synthetic or synthetic blend
 Banner Size: 3’ (36”) wide by 8’ (94”) long
 Banner Fabrication: Double-layered hems with 5/8 inch grommets for stability located in all 4 corners
 Font Size: Font must be at least 4” tall
 Banner safety cable

4. The text of a banner must list the name of the person, service branch and logo, and name of sponsor. The banner shall also include the words “Colton Salutes” on each printed banner.

Procedure

1. The banner installation guidelines and form may be obtained from the City of Colton's website at www.ci.colton.ca.us or you may contact the City Clerk's Office to have one emailed to you by calling (909) 370-5135. Applications will also be available in the City Hall lobby, located at 650 N. La Cadena Drive, Colton, California.
2. Forms must be received at least 60 days (2 months) prior to the proposed start date of banner display, but no more than 3 months in advance.
3. The City's decision to install any banners will be based on the availability of City staff, resources and staff scheduling for installation and removal, as well as the banners' compliance with the banner program, including fulfillment of the criteria described above under "Banner Content and Specifications."
4. The applicant may request on the form the general location where they would like the banner displayed. However, the City shall make the final determination of the banner location.
5. The banner design was approved by the Colton Military Banner Committee and shall be used as the template for all banners produced through this program.
6. Once the form is approved, City staff shall contact the requestor to finalize the banner display schedule, location of the banner and final cost of producing and installing each banner.
7. A banner installation invoice will be presented to the applicant once the scope of work has been agreed upon. Payment of the invoice must be made 15 days **PRIOR** to banner installation. Payment must be made by check or money order. No cash will be accepted for payment.
8. Once the form has been approved, banner installation will be scheduled according to an installation schedule to be coordinated on a quarterly basis during the months of January, April, July and October.
9. The City reserves the right to remove any damaged or vandalized banners during the display period.
10. At the end of the display period, banners shall be taken down by City staff. Removal of the banners may occur approximately two (2) weeks after the end date specified on the form.

11. The family or organization requesting the City to install banners shall be contacted to appear at a Council meeting for a formalized delivery of the banner or arrangements can be made for pick up from City Hall within a reasonable timeframe once the banner has been taken down. Any banners unclaimed after this time will become the property of the City.
12. The City shall not be responsible for damage to banners, however, will assist with the replacement of damaged banners due to extreme elements.

Other Specifics and Requirements

1. Installation shall be the responsibility of the City.
2. The cost of installation by the City is based on the annual billable hourly rate schedule in effect at the time of installation.
3. Fabrication and design of banners is the sole responsibility of the City. Banner specifications will be provided by the City.
4. Once produced and installed, banners shall remain the property of the City until removed and presented to the family or requestor.
5. All banner requests shall be submitted by the approved application along with a picture and military branch of the officer.
6. Banner installation shall be limited to City poles with approved banner brackets.
7. The City reserves the right not to install a banner if the requirements of this banner program are not met.



CITY OF COLTON SALUTE OUR HEROES MILITARY BANNER PROGRAM APPLICATION

The City of Colton Salute Our Heroes Military Banner Program was coordinated for Colton residents to pay tribute and honor family members that are active military service personnel. The City of Colton would like to pay tribute to their service and commitment to our nation and our community by flying a prestigious banner in a main thoroughfare in our City as a way to publicly express our gratitude. Any names that are submitted will be considered for City recognition.

Please complete the form and email to: Eileen Gomez, City Clerk, at egomez@ci.colton.ca.us or mail to:

*City of Colton Salute Our Heroes Military Banner Program
c/o City Clerk's Office
650 N. La Cadena Drive
Colton, CA 92324*

To qualify, honorees must meet the following requirements:

- Active duty military personnel of the United States Armed Forces deployed in a Presidential decreed war zone; AND
- Current Colton resident; OR

An immediate family member of a Colton resident. (Immediate family would include a wife or husband, son or daughter, grandson or granddaughter, son-in-law or daughter-in-law).

Military Service Person:

- * First Name:
- * Last Name:
- * Branch of Military Service:
- * Date of Enlistment:
- * Anticipated Date of Discharge:

*** Photograph:**

A 5x7 or larger color photograph must be provided. The photograph must be of the service person in uniform. Please make a copy of the photograph as the one submitted will not be returned.

Name and Address of Contact Person:

* Name (First & Last)

* Address:

* City

* Phone:

* Relationship to Service Person:

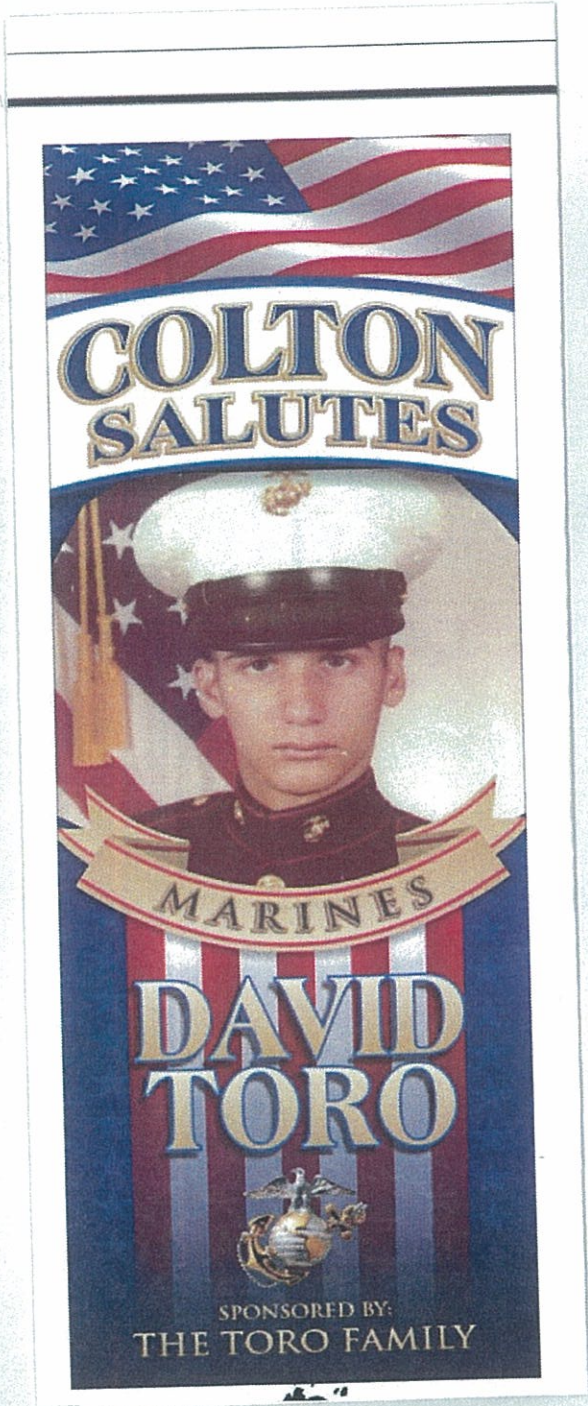
* State:

* Zip Code:

* Email

Method of Payment:

**Please note that the rank of the service person will not be used*





COLTON SALUTES



U.S. ARMY

JOHN BONILLA



U.S. ARMY

SPONSORED BY:
THE BONILLA FAMILY