



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** August 12, 2014

From: Kathie Martin, Marketing & Public Affairs **Item No:** 5
Public Information

Subject: MILITARY RECOGNITION BANNER PROGRAM

T.M. Approval: _____

Budgeted Item: Yes No N/A

RECOMMENDED ACTION:

That the Town Council approve the purchase and installation of banners for each branch of the military on the light poles in the front Town Hall parking lot.

SUMMARY:

Due to the decreased deployment of military personnel to active war zones coupled with many of our program participants returning home safely, thirty (30) of our military banners on light poles in the front Town Hall parking lot have been uninstalled and presented to the families, leaving only two (2) banners currently installed. To fill the now empty poles we suggest installing one banner for each branch of the military for permanent display on the light poles, and phase out the individual recognition. Instead we would create a web page where active military personnel could receive recognition with proof of Apple Valley as their current "home of record". Our criteria for banners was necessarily restrictive, due to the limited space we had available. Converting this to a web-based program would allow us to honor any Apple Valley citizens serving in the military, even if they aren't deployed to a war zone.

Military branches to be recognized on the banners will be Army, Navy, Air Force, Marines, National Guard and Coast Guard.

BACKGROUND:

In 2008 the Military Recognition Banner program was designed to honor military personnel for their service and commitment to our nation and community with a banner as a public expression of gratitude. Eligibility required being deployed in a Presidential decreed war zone with Apple Valley as their current "home of record". The program has been fully funded by sponsorships from the families of the military personnel and local businesses.

FISCAL IMPACT:

Approximately \$500.00 in sponsorships remaining in the AVCRF Military Banner fund would be used to partially fund the six banners. The remaining \$235.06 would be raised by active solicitation of sponsorships for the balance of the banners.