



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF THE CAO

Mission Statement: As stewards of the Town of Amherstburg, we strive to improve the quality of life of all residents through the delivery of effective, efficient, and affordable services.

Author's Name: Kevin Fox / Karly Kennedy	Report Date: May 27, 2024
Author's Phone: 519 736 0012 ext. 2272 / 2232	Date to Council: June 25, 2024
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To: Mayor and Members of Town Council

Subject: Proclamation and Civic Recognition Requests Policy

1. RECOMMENDATION:

It is recommended that:

1. The Proclamation and Civic Recognition Requests Policy **BE ADOPTED**.

2. BACKGROUND:

On December 18, 2020, the Town of Amherstburg adopted its Policy Framework, setting out a consistent and uniform approach to the development and maintenance of policies. As part of this framework, the Town of Amherstburg reviews its operational processes and practices to bring forward newly developed or amended policies based on industry best practices, adherence to legislative requirements and operational requirements, for Council's consideration. As part of recent reviews, it has been identified that the Town does not have a Council adopted standard for the consideration of Civic Recognition requests, such as Proclamation and Illumination requests, similar to its Flag Protocol Policy. The Town of Amherstburg regularly receives requests for proclamations to be read and enacted and illumination of Town Hall to be commenced.

3. DISCUSSION:

The proposed policy statement reflects the intention behind the policy before Council for adoption, "The Corporation of the Town of Amherstburg is committed to enhancing public awareness of significant causes, events and commemorations of significance to the Town

of Amherstburg and its citizens. Proclamation and other civic recognition requests may be issued in recognition of events, organizations or community groups within the Town.”

This policy provides a standard to govern civic recognition requests such as Proclamation or Illumination requests. Along with a new policy to address an area where there was no such guidance, Administration has also created an online tool to assist in the processing of such requests. This tool enables easier communication of such requests to affected areas and streamlining of manual processes. This saves time and energy often spent in communications back and forth to garner the requested detail on what resources might be needed, and to communicate same back to Members of Council or Administration who may be requested to attend or assist. While these impacts are small, they do represent a number of minor efficiencies which will seek to optimize processes and better communicate needs to all areas.

Flag raising requests are already governed by the Town’s Flag Protocol Policy, which includes the etiquette associated for flying, raising, lowering and retiring such flags and so are not contemplated in this policy at this time.

4. RISK ANALYSIS:

This formal policy provides guidance on how to address civic recognition requests in a consistent, repeatable and defensible manner which aligns with the Town’s vision, mission and values. Without an adopted policy to guide its actions, the Town’s practices may not be consistent and the appropriate guidance from Council will not be formally provided to guide the actions of Administration in responding to such requests.

There is a low risk that in the absence of such formal processes, the Town’s actions in dealing with such requests could face scrutiny or challenge. The policy provides a framework in keeping with industry best practices and any legal obligations the Town may have.

5. FINANCIAL MATTERS:

There are no financial implications of adopting the policy.

As identified, there are likely to be some business process efficiencies introduced by the inclusion of an adopted standard for such requests, and this will allow affected areas more time to address other activities. In creating these tools, Administration aligned similar request processes through more automated online forms to share the benefits within this process with other similar activities – such as in recognizing birthdays, anniversaries, or business milestones.

6. CONSULTATIONS:

Valerie Critchley, Chief Administrative Officer
Senior Management Team
Jen Ibrahim, Manager of Economic Development and Tourism
Annette Zahaluk, Manager of Parks and Naturalized Areas

7. CORPORATE STRATEGIC ALIGNMENT:

Vision: Preserving our past while forging our future.

<i>Amherstburg Community Strategic Plan 2022 - 2026</i>	
<p style="text-align: center;">PILLAR 1 Deliver Trusted & Accountable Local Government</p> <ul style="list-style-type: none"> ✓ Improve trust between council and staff, and residents, by strengthening governance and internal accountability structures. <input type="checkbox"/> Deliver transparent and efficient financial management. ✓ Increase effective communication and engagement with residents. <input type="checkbox"/> Develop our staff team, resources, and workplace culture. <input type="checkbox"/> Continue to deliver strong core municipal services. <input type="checkbox"/> Ensure Amherstburg is an inclusive accessible and welcoming community committed to reconciliation. 	<p style="text-align: center;">PILLAR 3 Encourage Local Economic Prosperity</p> <ul style="list-style-type: none"> <input type="checkbox"/> Encourage development of commercial and industrial lands. <input type="checkbox"/> Continue to promote local tourism industry, especially overnight accommodation. <input type="checkbox"/> Continue to facilitate downtown development for residents and visitors. <input type="checkbox"/> Continue to leverage partnership opportunities with other provincial, federal, and local governments, agencies, and organizations.
<p style="text-align: center;">PILLAR 2 Invest in Community Amenities and Infrastructure</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maintain safe, reliable and accessible municipal infrastructure and facilities. <input type="checkbox"/> Increase access to recreation opportunities for all ages. <input type="checkbox"/> Finalize and execute plans for town-owned lands (e.g. Duffy’s site, Belle Vue) <input type="checkbox"/> Create public access to water and waterfront <input type="checkbox"/> Prioritize opportunities to reduce environmental impacts of Town operations and increase Town resilience to climate change. 	<p style="text-align: center;">PILLAR 4 Shape Growth Aligned with Local Identity</p> <ul style="list-style-type: none"> ✓ Define and communicate a vision for the Town’s future and identity. <input type="checkbox"/> Promote and plan for green and “climate change ready” development. <input type="checkbox"/> Review and implement policies that promote greater access to diverse housing. <input type="checkbox"/> Protect the Town’s historic sites and heritage. <input type="checkbox"/> Preserve the Town’s greenspaces, agricultural lands, and natural environment.

8. CONCLUSION:

The adoption of a Proclamation and Civic Recognition Request Policy will provide guidance on how to appropriately govern such requests and set out a standard for the consistent application of that standard.




Kevin Fox
Clerk / Risk Manager

Karly Kennedy
Policy and Committee Coordinator

Report Approval Details

Document Title:	Proclamation and Civic Recognition Requests Policy.docx
Attachments:	- 2024 06 03 - Proclamations Policy - FINAL DRAFT (Updated-Clean) RM.pdf
Final Approval Date:	Jun 13, 2024

This report and all of its attachments were approved and signed as outlined below:



Tracy Prince



Valerie Critchley



Kevin Fox