



MUNICIPALITY OF **West Elgin**

Staff Report

Report To: Council Meeting
From: Lee Gosnell, Manager of Infrastructure and Development
Date: 2025-04-10
Subject: West Lorne Optimist – Banner Request

Recommendation:

That West Elgin Council hereby receives the report from Lee Gosnell, Manager of Infrastructure and Development; And

That West Elgin Council approves the request to display five (5) Optimist Club banners in conjunction with 50th anniversary celebrations scheduled for Saturday June 7, 2025; And

That West Elgin staff install these banners at locations approved by the Manager of Operations and Community Services during the first week of May, and remove them during the week following anniversary celebrations; And

That West Elgin Council directs staff to prepare an amendment to the Municipality's current flag policy for the purpose of dealing with future banner requests.

Purpose:

The purpose of this report is to consider a request from the West Lorne Optimist Club to display banners in celebration of their 50th anniversary.

Background:

During the regular meeting of West Elgin Council on March 27, representatives from the West Lorne Optimist Club presented a request to display banners in conjunction with their 50th anniversary celebrations planned for June 7, 2025. The Municipality's flag raising policy does not cover banner requests, therefore staff are seeking Council approval for this particular event and recommend an amendment to the current flag raising policy to deal with future requests of this nature.

Financial Implications:

The Optimist Club will be responsible for all costs associated with the design and purchase of these banners. For Liability reasons, recreation staff will complete the installation/removal process, however, cost will be minimal, and it is recommended that this be covered under the parks & recreation operational budget for 2025. Should West Elgin Council wish to recover the cost of

installing and removing banners approved under future requests, this should be included in the recommended amendment to the municipal flag policy.

Alignment with Strategic Priorities:

Infrastructure Improvement	Recreation	Economic Development	Community Engagement
<input type="checkbox"/> To improve West Elgin's infrastructure to support long-term growth.	<input type="checkbox"/> To provide recreation and leisure activities to attract and retain residents.	<input type="checkbox"/> To ensure a strong economy that supports growth and maintains a lower cost of living.	<input checked="" type="checkbox"/> To enhance communication with residents.

Respectfully submitted by,

Lee Gosnell
Manager of Infrastructure and Development

Report Approval Details

Document Title:	West Lorne Optimist Club - Banner Request - 2025-07-Operations (Infrastructure Development).docx
Attachments:	
Final Approval Date:	Apr 4, 2025

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

Robin Greenall