



Policy Manual

Section:	Corporate Services
Subject:	Proclamations
Policy Number:	035
Approval Date:	October 3, 2017
Approved By:	Resolution Number R16-10-428
Prepared By:	Director of Corporate Services

1.00 Objective

Proclamations provide a means for Council to promote public awareness campaigns, charitable fundraising campaigns, arts and cultural celebrations of significance to the Town of Essex. Proclamations may also acknowledge special honours for individuals and organizations of the Town of Essex in recognition of a special achievement. Accordingly, it is important that Council's endorsement of proclamations is based on a framework that ensures all requests are dealt with consistently.

2.00 Purpose

The purpose of this Policy is to establish the framework for Council endorsement of proclamations.

3.00 Scope

This policy applies to all requests for proclamations received by the Town of Essex.

4.00 Definitions

In this policy:

“Chief Administrative Officer” means the individual appointed as the Chief Administrative Officer for the Town of Essex;

“Clerk” means the Clerk of the Town of Essex;

“Council” means the Council of The Corporation of the Town of Essex, comprised of the Mayor, Deputy Mayor and Councillors;

“Flag Raising” for purposes of this policy, means the raising of a flag in conjunction with a proclamation that has been endorsed by Council;

“Proclamation” means a public or official announcement, particularly one dealing with a matter of great importance that may be endorsed by Council of the Town of Essex and may be recognized on a particular day, week or month; and

“Regular Council Meeting” means a scheduled meeting held at regular intervals in accordance with the approved calendar/schedule of meetings and the Town’s Procedural By-Law.

5.00 Proclamation Criteria

Proclamations that are of significance to the Town of Essex may be endorsed by Council of the Town of Essex for the following:

- a) Civic promotions;
- b) Public awareness campaigns;
- c) Charitable fundraising campaigns;
- d) Arts and cultural celebrations; or
- e) Special honours for individuals and organizations for special achievements.

Only proclamations that involve participation by the Town of Essex or its residents will be considered for endorsement.

Proclamations will not be endorsed by Council of the Town of Essex for the following:

- a) Matters of political controversy;
- b) Controversial matters which may be subject to opposing points of view (for example, "Right to Life" Movement);
- c) Religious organizations or religious events or celebrations;
- d) Individual conviction;
- e) Organizations or events with no direct relationship to the Town of Essex and/or do not involve participation by the Town of Essex or its residents;
- f) Celebrations, campaigns or events contrary to Town policies or by-laws;
- g) Celebrations, campaigns or events intended for profit-making purposes; or
- h) Matters attempting to influence government policy.

6.00 Submitting a Proclamation Request

All organizations or persons submitting a request for a proclamation must complete a Proclamation Request Form attached as Appendix A to this policy. Proclamation Request Forms shall be submitted to the attention of the Clerk.

The following limitations related to proclamation requests are noted for those submitting a request:

- a) An organization may only request one proclamation annually;
- b) A organization does not have exclusive rights to the day, week or month of their proclamation; and
- c) Proclamations on a similar topic will be issued on a first come, first served basis; and
- d) Multi-year proclamations or proclamations that are to be repeated indefinitely will not be considered and must be requested on an annual basis. (There is no

requirement to submit a Proclamation Request annually for multi-year proclamations that were endorsed by Council prior to the implementation of this policy.)

7.00 Proclamations with Flag Raising

Proclamation Requests that include a flag raising may be permitted provided the proclamation request is in accordance with Section 5.00, Proclamation Criteria and that the flag raising does not conflict with the Rules for Flying the National Flag of Canada or any other flag being flown by the Town of Essex.

8.00 Review of Proclamation Requests

Proclamation requests will be reviewed by the Clerk against the eligibility criteria noted in this Policy. In the event that the request does not comply with this policy, the Clerk, in consultation with the Chief Administrative Officer, will not include the request on a Council meeting agenda and will advise the Mayor and organization/person submitting the request accordingly. Proclamation requests that meet all eligibility criteria will be placed on the agenda for the next Regular Council Meeting under the "Correspondence" section of the agenda.

9.00 Council Endorsement of Proclamation Requests

Proclamations will not be read aloud at Council Meetings and shall only be considered at Regular Council Meetings.

Following consideration of a Proclamation Request by Council, the Clerk will advise the organization/person who submitted the Proclamation Request Form in writing of the outcome of Council's consideration. Proclamations that have been endorsed by Council will be noted on the "Proclamations" page of the Town's website and will remain listed for a period ending on December 31st of the year in which the proclamation was endorsed.

Items such as decals, signs, banners, brochures, or similar items that accompany a proclamation request will not be displayed at Town facilities unless, at the sole discretion of the Clerk, it is determined that they provide information of significant value to residents of the Town of Essex.

10.00 References and Related Documents

Rules for Flying the National Flag of Canada, Government of Canada



Proclamation Request Form

(Please complete and submit the completed Proclamation Request Form to the Clerk at clerks@essex.ca, 33 Talbot St. S., Essex, ON N8M 1A8 or Fax (519) 776-8811.)

Organization Name: _____

Contact Name: _____

Address: _____

City/Town: _____

Province: _____ **Postal Code:** _____

Home Telephone: _____ **Business Phone:** _____

Fax Number: _____ **Email Address:** _____

Proclamation Requested (name or title of proclamation): _____

Dates of Proclamation (Please check and insert dates):

Day(s): _____ Week _____

Month: _____

Purpose of Proclamation (Please check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Civic Promotions | <input type="checkbox"/> Public Awareness Campaign |
| <input type="checkbox"/> Charitable Fundraising Campaign | <input type="checkbox"/> Arts and Cultural Celebration |
| <input type="checkbox"/> Special Honour of Individual or Organization | <input type="checkbox"/> Other (specify): _____ |

Description of the Organization (Please include a brief description and any other relevant information related to your request. Additional information/documentation may be attached to this Request Form.) _____

Has the same/similar proclamation been requested of the Town of Essex in past years?

Yes (Provide date of previous request): _____

No (New request)

As part of this proclamation, will there be any special initiatives or events planned in the Town of Essex? If so, please describe: _____

Does your Proclamation Request include a request for a flag raising?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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Draft Wording for Proclamation (You must provide draft wording for the proclamation and attach it to the Proclamation Request Form)

The personal information on this form is collected under the authority of the *Municipal Act*. The information is used for the purpose of processing the Proclamation Request Form. Questions about this collection of information can be made to the Clerk at (519) 776-7336.

Signature: _____ Date: _____