

RESOLUTION NO. 2020-249

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE ADOPTING REVISIONS TO THE MILITARY STREET BANNER PROGRAM

WHEREAS, the City Council of the City of Elk Grove has a long-standing high regard for those who serve, or have served, in the United States military; and

WHEREAS, staff estimates there are approximately 9,000 military veterans living in the City of Elk Grove; and

WHEREAS, those residents who serve in the nation's military, and those who have served with an honorable discharge, are a vital resource of the City, and a military banner program honoring their service serves the public interest; and

WHEREAS, the City Council adopted a Military Street Banner program in 2016 by Resolution No. 2016-173 to augment other City programs and projects that honor Elk Grove's veterans; and

WHEREAS, the program pays tribute to eligible candidates through the production, installation and display of street banners along the public right-of-way; and

WHEREAS, program criteria will be revised to expand the eligibility criteria for those veterans with ties to the Elk Grove community to include:

- Proof of residency for the service member (i.e. copy of utility bill or driver's license); or in lieu of Elk Grove residency:
 - Proof of previous Elk Grove residency; or
 - Proof of involvement with an Elk Grove service organization; or
 - Proof of attending school in Elk Grove; and
- Verification of active duty dates (i.e. copy of military orders or military ID); and
- Honorable discharge or retirement papers (DD-214) with Social Security Number redacted; and
- High Resolution digital image or 5 x 7 photograph of honoree; and

WHEREAS, banners will display the rank matching discharge papers; and

WHEREAS, renewal banners will follow the standard application process, based on availability, with priority given to new applications; and

WHEREAS, the Military Street Banner Program brochure will be updated with the revised requirements for application upon approval of the City Council.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby approves the revisions to the Military Street Banner Program as described in Exhibit A, attached hereto and incorporated herein by reference.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 28th day of October 2020.




STEVE LY, MAYOR of the
CITY OF ELK GROVE

ATTEST:



JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:



JONATHAN P. HOBBS,
CITY ATTORNEY

Military Street Banner Program Guidelines *(will be used to update program brochure)*

ABOUT THE PROGRAM

The City of Elk Grove and its residents have a long-standing and high regard for those who serve, or have served, in the military. There are an estimated 9,000 veterans who reside in Elk Grove. The Elk Grove City Council approved the creation of a Military Street Banner Program in December 2015 to honor those residents who served in the United States Armed Forces and to promote civic pride.

PROGRAM QUALIFICATIONS

Retired or honorably discharged members of the United States Armed Forces who currently or previously resided in Elk Grove, are involved in an Elk Grove service organization, or attended school in Elk Grove, are eligible for the program.

BANNER LOCATIONS

The Elk Grove City Council has designated the use of 75 light poles located on Elk Grove Boulevard and Civic Center Drive between Big Horn Boulevard and Laguna Springs Drive, and on Bruceville Road between Civic Center Drive and Elk Grove Boulevard for the purposes of this program. All banner locations shall be determined solely by the City. A banner sponsor cannot select a specific location. Banners are reviewed and installed as a group two times per year. Available space and installation are determined on a first come, first serve basis and subject to availability.

BANNER STYLE & DISPLAY

Double-sided, full color, 30" x 96" custom digital banners that include an image of the honoree will be displayed for 12 months. Upon removal, the banner will be retired and given to the honoree or honoree's family.

An official military portrait of the honoree is suggested for this purpose. If such an image is not available, an image of the honoree void of other people or objects can be provided. A high-resolution JPG or PNG digital image (600 dpi or greater) is preferred. A high resolution 5" x 7" or larger portrait style photo will be accepted in lieu of a digital image. Original photos will not be returned.

To ensure banner uniformity and to work within the limited text space, only rank will be listed on banners. No working titles will be utilized. Ranks requested for a banner must match rank listed on discharge papers submitted.

SUBMIT AN APPLICATION

As an ongoing program, applications are accepted year-round. Please complete the application form and submit the following supporting documentation:

- Proof of residency for the service member (i.e. copy of utility bill or driver's license); or in lieu of Elk Grove residency:
 - Proof of previous Elk Grove residency; or
 - Proof of involvement with an Elk Grove service organization; or
 - Proof of attending school in Elk Grove; and

- Verification of active duty dates (i.e. copy of military orders or military ID); and
- Honorable discharge or retirement papers (DD-214) with Social Security Number redacted; and
- High Resolution digital image or 5 x 7 photograph of honoree

Once the application is approved, City staff will notify the applicant, process the sponsor payment, and produce the banner. Online applications can be submitted by visiting elkgrovecity.org/banners.

BANNER RENEWALS

In the event of a renewal, applicants will submit a new application and pay \$150 to purchase a new banner. Renewal requests will be approved based on availability, with priority given to new applications.

SPONSOR A BANNER

Customized military street banners are funded through private donations. Banners may be sponsored by individuals or organizations. The cost of each banner is \$150 (including installation and removal). Please complete the Sponsor Information included on the application. City staff will follow up for full payment at the time of the application acceptance.

A certificate commemorating your sponsorship will be sent at the time of the banner installation.

Return Completed Applications to:
City Manager's Office
Military Street Banner Program
8401 Laguna Palms Way
Elk Grove, CA 95758
militarybanner@elkgrovecity.org

WAIVER & LIMITATIONS

The City of Elk Grove is not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds. Any loss or damage to an installed banner will be handled at the discretion of the City.

One banner per service member will be installed throughout a 12-month period. Installation and removal of the banners are at the City's discretion.

**CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2020-249**

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) **ss**
CITY OF ELK GROVE)

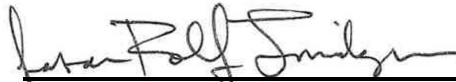
I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on October 28, 2020 by the following vote:

AYES: COUNCILMEMBERS: *Ly, Detrick, Hume, Nguyen, Suen*

NOES: COUNCILMEMBERS: *None*

ABSTAIN: COUNCILMEMBERS: *None*

ABSENT: COUNCILMEMBERS: *None*



**Jason Lindgren, City Clerk
City of Elk Grove, California**