

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

MILITARY BANNER PROGRAM

Summary Statement:

Recent programs adopted in neighboring cities have created a number of inquiries here at Town Hall. Per the request of Mayor Tim Jasper, staff has researched military banner recognition programs for Council discussion and direction.

One challenge we face in implementing this program in Apple Valley is the availability of street lights for use. We have 20 lights on Navajo Road between Highway 18 and Bear Valley Road, and that would be it. We have another 29 at the Civic Center campus (Town Hall, Police and Civic Center Park).

One option is to implement the program as Hesperia has done, with one flag for each branch of the military hanging on the light poles at City Hall. Individual banner recognition would not be available; however this could be coupled with a special webpage with photos of the service men and women, or a display on a wall at Town Hall.

These banners could include Army, Navy, Air Force, Marine and Coast Guard. In addition, staff came across one city that is home to a National Guard Armory, and they included a banner for that specific company and battalion. We could also have general banners acknowledging "All Who Serve Our Country".

Recommended Action:

1. Implement recognition by branches of Armed Forces; or
2. Implement recognition of individual service men and women, with direction on eligibility requirements.

Proposed by: Kathie Martin, Public Information Officer **Item Number** _____

T. M. Approval: _____ **Budgeted Item** **Yes** **No** **N/A**

If you prefer to move forward with individual recognition, there are a number of factors to consider.

1. **Cost:** Depending on size of the banner, cost ranges from \$155 to \$300 each. In all cases the expenses were covered by the individual's family or by sponsors.

2. **Eligibility:**
 - a. **Service:** The majority of programs require current active military status in the Army, Navy, Air Force, Marines or Coast Guard, although some further narrowed participation through some or all of the following criteria:
 - i. Activated following 9/11/2001
 - ii. Serving in a Presidential decreed war-zone
 - iii. Serving in Iraq or Afghanistan
 - iv. Serving overseas
 - v. Killed during active service under any of these conditions
 - b. **Residency:** The service person must be a resident of the Town, or have immediate family residing in the Town. Additionally, some cities allow:
 - i. Former resident
 - ii. Graduated from a local high school
 - iii. Employed by a local business

3. **Installation:** It would be recommended that we limit installation to two times a year as we will have to rent a boom lift for the installation.