

COUNCIL POLICY

NAME: FLAG, POLE BANNER, AND DECORATIVE TRAIL POLICY	POLICY NUMBER INF – C – 01
DEPARTMENT: INFRASTRUCTURE SERVICES	SUPERSEDES: C-05-21
DATE APPROVED: APRIL 8, 2024	REVISION DATE: APRIL 8, 2024

1. POLICY STATEMENT

Town of Drumheller will establish an equitable and consistent process for the placement and maintenance of flags, pole banners and decorative trails on Town property.

2. PURPOSE

Provide standards for the approval and placement of flags, pole banners and decorative trails on Town property. Establish guidelines for the raising and lowering of flags.

3. SCOPE

This policy applies to all flagstuffs, street poles and trails on Town of Drumheller property, as well as those maintained by the Town of Drumheller under agreement.

4. DEFINITIONS

4.1 For the purposes of the Policy, the following definitions shall apply:

- a) "*Chief Administrative Officer*" or "*CAO*" means the Chief Administrative Officer of the Town, or their designates;
- b) "*Decorative trail panel*" means a section of trail that is designated by the Town and is decorated by an organization and is no more than 20 meters in length.
- c) "*Flag*" a piece of cloth or similar material, typically oblong or square, attachable by one edge to pole or rope and used as the symbol or emblem of a country, institution, or organization.
- d) "*Flagpole*" a pole on which to raise a flag.
- e) "*Half-mast*" the positioning of a flag at a lowered height on a flagpole as a mark of respect for a person or persons who have died, or as memorial for a tragedy.
- f) "*Street Pole Banner*" means a sign constructed of a pliable material, which is typically installed on a street pole on a temporary basis.

- g) “Town” means the Town of Drumheller, a municipal corporation in the Province of Alberta, and includes the area contained within the corporate boundaries of the Town of Drumheller, as the context may require; and,

5. RESPONSIBILITIES

5.1 Town Council is responsible for:

- a) approving criteria for flags, pole banner, half-masting and decorative trails, as outlined in this policy.

5.2 The CAO, or designate, is responsible for:

- a) ensuring that all applications for the placement of flags, pole banners and decorative trails are completed in accordance with this Policy.
- b) ensuring that all work related to flags, pole banners, half-masting and decorative trails is completed in accordance with this policy.
- c) updating and administering this Policy, as required.

5.3 Administration is responsible for:

- a) reviewing and approving any requests for flags, street pole banners, or decorative trails outside of this policy.

6. PROCEDURES

6.1. A request shall not be required for an initiative or operation of the Town in regard to flying a flag, installing a street pole banner, or placing a decorative trail.

6.2 The Town shall reserve the right at all times to remove, refuse or deny any request to fly a flag, install a street pole banner, or place a decorative trail.

6.3 Requests to fly a flag, install a street pole banner, or place a decorative trail shall:

- a) only be accepted from government agencies, nationally recognized groups as identified by the Federal government and non-profit organizations incorporated under the societies act, with a presence in the community; and
- b) shall include proof of support from the organization

- 6.4 Applications to place flags or street pole banners or paint a decorative trail shall be made through the Community Assistance Grant, in accordance with Policy RAC-C-01, and shall adhere to the following process:
- a) application forms are available on the Town website and shall be completed by the applicant.
 - b) applications are considered on an ongoing basis throughout the year and approvals are subject to available funds.
 - c) completed applications are to be submitted to the Corporate and Community Services Administrative Assistant and will be reviewed by the Manager of Recreation, Arts, and Culture and Director of Infrastructure.
 - d) applicants will be notified of the decision by either email or regular mail.
- 6.5 Only Town of Drumheller staff, approved Town contractors or approved Town volunteers shall handle, install, or place flags or street pole banners.
- 6.6 Flags, street pole banners, or decorative trails may be approved provided they are in relation to:
- a) Town supported events and activities;
 - b) promotion of tourism, historical sites, and facilities;
 - c) Government or public facilities (arts centers, recreation facilities, hospitals, museums, stadiums, arenas);
 - d) major sporting events;
 - e) music, film, or cultural festivals;
 - f) community commemorative events;
 - g) significant, broader interest cultural events or festive seasons.
- 6.7 The Town shall not display flags, street pole banners, or decorative trails that:
- a) conflicts with legislation;
 - b) denigrate, discriminate, or promote hate of any person or group;
 - c) include political, private or commercial advertising;
 - d) identify, advertise or promote religion;

- e) violates the Town of Drumheller bylaws, policies or public code of conduct;
- f) promote any activity that is not open to the general public;
- g) are not consistent with the Town's vision or corporate objectives;
- h) deemed inappropriate by Town Council or the CAO.

7. FLAGS

- 7.1. The Town will fly flags in accordance with the Protocols outlined within this Policy and following the guidelines established by Canadian Heritage.
- 7.2. The Town shall maintain all rights and authority for the purposes of flying the National, Provincial or Municipal Flag on the flagpole on significant dates/periods as deemed appropriate (such as, but not limited to, Canada Day, Remembrance Day, Flag Day).

8. FLAG PROTOCOLS

- 8.1 The following protocol should be followed with respect to the displaying of flags:
 - a) Flagstaffs should be of the same height when there is a grouping of flagstaffs;
 - b) The Canadian Flag should be given the place of honour, and as such, no flag should be flown or displayed above the Canadian Flag;
 - c) Flags that are flown together should be approximately the same size; and,
- 8.2 The following precedence should be given if more than one flag is displayed in a grouping:

Number of Flagstaffs	Location
One Flagstaff <ul style="list-style-type: none"> • National Flag of Canada 	The flag should appear on the central or sole staff.
Two Flagstaffs <ul style="list-style-type: none"> • National Flag of Canada • Province of Alberta Flag 	The National Flag of Canada is positioned furthest to the left.

Three Flagstaffs <ul style="list-style-type: none">• National Flag of Canada• Province of Alberta Flag• Town of Drumheller Flag	The National Flag of Canada is positioned in the centre with the second- ranking flag (Alberta) placed to the left of the centre flag and the third-ranking flag (Drumheller) to the right of the centre flag.
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8.3 Protocols for Raising and Lowering of Flags include:

- a) the National Flag of Canada should be raised first and lowered last, unless the number of flags permits them to be raised and lowered simultaneously.

8.4 Protocols for Flag(s) at Half-Mast include:

- a) When a flag is hoisted to or lowered from half-mast position, the flag should be first raised to the staff head then lowered to its appropriate location on the staff. When lowering a flag to half-mast, center the flag being lowered half-way down the staff. The flag should be brought to half-mast in respect of the death of dignitaries and others as listed below at the discretion of Council or special circumstances as issued by the Federal/Provincial Government.
- b) When flagstaffs are in a grouping and the flags can be lowered to half-mast, all flags flown together should be flown at half-mast.
- c) Flags will only be half-mast on those flagpoles fitted with halyards and pulleys.
- d) Flags that are flown on horizontal or angled poles, without a halyard, to which flags are permanently attached will not be required to fly half-mast.

8.4.1 The practice of half-mast should occur with:

- a) the Death of Dignitaries as follows:
 - i) upon the death of the Sovereign, the current Governor General or the current Prime Minister, the Flag is flown at half-mast, from the time of notification of death until sunset on the day of the funeral or the memorial service.
 - ii) Upon the death of the Sovereign's spouse, the Heir to the Throne or the Heir of the Heir to the Throne, the Flag is flown at half-mast from the time of notification of death until sunset on the day of the funeral or memorial service.
 - iii) Upon the death of a former Governor General, or former Prime

Minister, the Flag is flown at half-mast from the time of notification of death until sunset on the day of the funeral or if there is to be a memorial service, the half-masting should take place from the time of notification of death until sunset the following day and from sunrise to sunset on the day of the memorial service.

- iv) Upon the death of a current Chief Justice of Canada, a current member of the Canadian Ministry or the Lieutenant Governor of Alberta the Flag is flown at half-mast from the time of notification of death until sunset the following day and from sunrise to sunset on the day of the memorial service.
 - v) Upon the death of the Mayor, Council Member, former Mayor and former Council Member on the day of their funeral, or as directed by Town Council and/or the Office of the CAO.
 - vi) Upon the death of the local Member of Parliament or local Member of the Legislative Assembly on the day of their funeral, or as directed by Town Council and/or the Office of the CAO.
 - vii) Upon the death of a Municipal Employee on the day of their funeral, or as directed by Town Council and/or the Office of the CAO.
 - viii) Upon the death of noteworthy Local Citizens or other local event requiring recognition, as approved by the Mayor or CAO, on the day of their funeral or as directed by Town Council and/or the Office of the CAO.
- b) with Special Days as directed by the Prime Minister's Office through Canadian Heritage, or the Premier's Office through the Alberta Protocol Office, are as follows:
- i) April 9, Vimy Ridge Day;
 - ii) April 28, Day of Mourning for Persons Killed or Injured in the Workplace (Workers' Mourning Day);
 - iii) June 23, National Day of Remembrance for Victims of Terrorism;
 - iv) Second Sunday in September, Firefighters' National Memorial Day, unless half-masting occurs near the place where a memorial is being observed, then half-masting can occur according to the prescribed order of service, until sunset;
 - v) Last Sunday in September, Police and Peace Officers' National Memorial Day, unless half-masting occurs near the place where a memorial is being observed, then half-masting can occur according to the prescribed order of service, until sunset;

- vi) September 30, National Day for Truth and Reconciliation;
 - vii) November 9, National Indigenous Veterans Day
 - viii) November 11, Remembrance Day, unless half-masting occurs at the National War Memorial or a place where remembrance is being observed, then half-masting can occur at 11:00 am or according to the prescribed order of service, until sunset;
 - ix) December 6, National Day of Remembrance and Action on Violence Against Women.
 - x) special circumstances as issued by the Federal/Provincial Government.
- c) On Special Days where a half-masting occurs while a Special Flag is being flown then the Special Flag (Section is half-masted along with the other flags).

8.5 PROTOCOL FOR SPECIAL FLAG(S)

8.5.1 Special flags will only be flown in conjunction with Mayoral Acknowledgements or Proclamations.

8.5.2 The Special Flag shall be supplied by the requesting organization. No expenses will be incurred by the Town for the purchase or design of special flags.

8.5.3 The Special flag shall be flown at Rotary Park, in place of the Town flag.

- a) Annual Special Flags are:
 - i) June 1, Correctional Service of Canada – Freedom of the Town. Correctional Service of Canada flag shall be flown for the week, Monday morning to Sunday evening, that June 1 is part of.
 - ii) June; Pride Month. In recognition of Pride month the Progress flag, as supplied by the applicant, will be flown from the Sunday following the week the Correctional Service of Canada flag is shown until 4:00 pm on the Sunday preceding the week of National Indigenous Peoples Day
 - iii) June 21, National Indigenous Peoples Day. In recognition of National Indigenous People's Day on June 21, the Treaty 7 flag shall be flown for the week, Monday morning to Sunday evening;

- iv) Victorious local sports teams will have their flag flown, as supplied by the applicant, for the period of one day, following a victorious championship game, on a date requested by the team. This includes local Drumheller high school teams, CFAL team the Drumheller Titans, and AJHL team the Drumheller Dragons
- b) Approved Special Flags will be flown as follows:
 - i) for the Day, the special flag will be flown from 8:00 am on the scheduled day to 8:00 am on the following day.
 - ii) for the Week, the special flag will be flown from 8:00 am on the Monday to 4:00 pm on the following Sunday.
 - iii) for the Month, the special flag will be flown from 8:00 am on the first of the month to 4:00 pm on the last calendar day of the month.
 - iv) approved annual Special Flags supersede any one-time requests.
 - v) should a half-masting event occur or be scheduled for the period that a Special Flag is flown, it will be half-masted along with the National and Provincial Flags.

9. STREET POLE BANNERS

9.1 Street pole banners will only be installed in the following locations:

- a) the Downtown Business area:
 - i) on Decorative light standards
 - ii) at Badlands Community Facility
 - iii) on Bridge Street between Gordon Taylor Bridge and Highway 575 intersection
 - iv) on Highway 10 – east of Highway 9/56 intersection – between 5th Street SE and 11th Street S
- b) at the South Entrance
 - i) on Highway 9 base of south hill
- c) at the North Entrance
 - i) on Highway 838 (North Dinosaur Trail) from Highway 9/10/56 to 9 St NW

9.2 Banner Size and Specifications

- a) Banners shall be supplied by the requesting organization.
- b) Banners shall:
 - i) be a maximum of 30 inches wide and 62 inches tall.
 - ii) be made of 18 oz Blockout Vinyl Banner material and be printed on both sides.
 - iii) have 2.5-inch diameter open sleeve top and bottom with one grommet in each inside corner.
 - iv) be composed of ultraviolet resistant inks and materials.
 - v) have slits to allow for protection from wind damage.

10. DECORATIVE TRAILS PANELS

- 10.1 The location and placement of Decorative trail panel shall be determined by the CAO or their designate. The location will only be on asphalt surfaces to ensure longevity of 12 months minimum.
- 10.2 Decorative trail panel design will be submitted to the CAO or their designate for approval.
 - a. Design specifications:
 - i) size of the decorative panel installation shall be no longer than 20 meters and as wide as the width of the paved portion of the trail.
 - ii) design shall be in two dimensions only (i.e. no 3D geometric patterns).
 - iii) the Town of Drumheller will install its logo and "Drumheller Valley" between each Decorative Panel as a border. The length of the border shall be 1.0 meter in length.
- 10.3 The requesting organization will be responsible for all costs associated with the placement of a decorative trail, including the cost of paint and labour.
- 10.4 The requesting organization will be responsible for repainting the decorative trail on an annual basis. If the requesting organization declines to repaint the trail upon request of the Town, the Decorative trail will be removed by the Town at the expense of the requesting organization.
- 10.5 Only one decorative trail panel per applicant will be approved. There may be multiple decorative panels adjacent to each other along the trail.

11. RELATED DOCUMENTS

- 11.1 Holidays Act, R.S.C., 1985, c. H-5.
- 11.2 Government of Canada, "Rules for half-masting the National Flag of Canada.", 2021-11-05
- 11.3 Government of Alberta, "Flag Etiquette"; Executive Council, Protocol Office
- 11.4 Policy RAC-C-01 - Community Assistance Grant.

12. TRANSITIONAL

- 12.1 Policy C-05-21 is repealed.
- 12.2 This policy comes into effect on the day it is signed by the Mayor and Chief Administrative Officer.



Mayor, Heather Colberg



CAO, Darryl Drohomerski