



FORMAL REPORT

To:	Mayor Stratthdee and Members of Council
Prepared by:	Jed Kelly, Director of Public Works
Date of Meeting:	24 April 2018
Subject:	PW 27-2018 Service Club Sign Applications

PURPOSE

To present applications submitted by Service Clubs seeking approval to install their Service Club logo's on the Town's four Service Club Sign structures.

RECOMMENDATION

THAT PW 27-2018 Service Club Sign Applications be received; and

THAT Council approve the Royal Canadian Legion Perth Regiment Veterans Branch 236's application to install a logo sign on each of the Service Club Sign structures; and

THAT Council approve the Lions Club St. Marys' application to install a logo sign on each of the Service Club Sign structures; and

THAT Council approve the Leo Club St. Marys' application to a install logo sign on each of the Service Club Sign structures; and

THAT Council approve the Order of the Eastern Star St. Marys Chapter #121's application to install a logo sign on each of the Service Club Sign structures; and

THAT Council approve the St. Marys Farmers' Market's application to install a logo signs on each of the Service Club Sign structures; and

THAT Council approve the Rotary Club of St. Marys' application to install a logo sign on each of the Service Club Sign structures; and

THAT Council approve the St. Marys Kinsmen Club's application to install a logo sign on each of the Service Club Sign structures.

BACKGROUND

In March 2018, Council passed By-Law 32 of 2018, which regulates the installation and display of Service Club Signs on Town Service Club Sign structures to be located at Town points of entry. Each structure accommodates 15 Service Club Signs which will display the club's logo. Each of the logos are to be 18' x 18' in size, constructed of 0.081 sign grade aluminum and are not to contain street addresses and hours of operation.

Sign eligibility is based on Council's consideration of the content on an application form that is submitted to the Department of Public Works.

REPORT

Clubs are required to apply to have their signs installed on the Town's structures. Within the application form, each club must demonstrate their ability to meet the definition of "Service Club" as defined in the by-law.

The definition is as follows:

“A not-for-profit corporation or group, whose philanthropic principles are to address various community service needs in the Town via direct hands on efforts or by raising money for other organizations. Historical Service Clubs include Rotary International, Kiwanis, and Lions Service Clubs.”

It is Council’s decision to determine if the applicants conform to the definition. Each application outlines how the Club contributes to the fabric of St. Marys whether it be through fundraising, scholarships, Town events, etc.

Several Town clubs have submitted applications seeking approval to install their logos on the Town’s four Service Club Sign structures. The by-law stipulates that the placement of individual signs will be on a first come, first served basis; therefore, the applicants have been listed based on when the department received their application. The following information has been pulled from the submitted applications for Council’s consideration.

Applicant	Form Completed	Charity No.	Years of Service	Contribution to Town
<i>Royal Canadian Legion Perth Regiment Veterans Branch 236</i>	Yes	N/A	85	<ul style="list-style-type: none"> • Provide financial and lifestyle assistance to local veterans and their families • Coordinate annual Remembrance Day Parade, ceremonies and dinner • Raise funds for local youth sports and charitable organizations • Participate in the St. Marys Canada Day and Santa Clause Parades and other events as requested
<i>Lions Club</i>	Yes	N/A	78	<ul style="list-style-type: none"> • Assist with events such as Evan’s Touch the Truck for pediatric cancer • Conduct hearing, blindness, and literacy tests for children at local elementary schools • Provide disaster relief during extreme weather events like the flooding experienced in 2018 • Raise funds for pavilions (i.e. Cadzow), Lion’s Park etc.
<i>Leo Club</i>	Yes	N/A	10	<ul style="list-style-type: none"> • Assist with events such as Evan’s Touch the Truck for pediatric cancer • Conduct hearing, blindness, and literacy tests for children at local elementary schools • Provide disaster relief during extreme weather events like the flooding experienced in 2018 • Raise funds for pavilions (i.e. Cadzow), Lion’s Park etc.
<i>Order of the Eastern Star St. Marys Chapter #121</i>	Yes	N/A	93	<ul style="list-style-type: none"> • Support the St. Marys Memorial Hospital through various means • Fundraising for charities like the Heart & Stroke Foundation and the Canadian Cancer Society • Provide donations to the Friendship Centre
<i>St. Marys Farmers’ Market Association</i>	Yes	N/A	26	<ul style="list-style-type: none"> • Provide a place for residents to purchase local food produced by local food artisans and farmers

Applicant	Form Completed	Charity No.	Years of Service	Contribution to Town
				<ul style="list-style-type: none"> • Provide a community gathering place on Saturday mornings • Create a space for other community groups etc., to set up information and/or fundraising events • Keeping residents in Town to shop and bring in residents of surrounding communities into St. Marys
<i>Rotary Club of St. Marys</i>	Yes	Yes		<ul style="list-style-type: none"> • Town fireworks • Produce annual calendar which highlight's the Town's history and culture • Financial support for Pyramid Recreation Centre, Cadzow Splash Pad, and the revitalization of Sparling Bush , the Canadian Baseball Hall of Fame, and the St. Marys Lincolns, Friends of the Library and the Library • Support minor soccer, hockey and baseball • Support schools through water safety programs and through literacy activities, provide an annual scholarship to a graduating DCVI student, provide leadership training for two or more DCVI students • Provide student exchange opportunities by sending local students to exchange locations and by accepting students from foreign countries thereby enriching the community
<i>St. Marys Kinsmen Club</i>	Yes	N/A	51	<ul style="list-style-type: none"> • Participate in various fundraising initiatives: fruit sale, Summerfest, firewood, bottle drive, electronic drive bartend for various community events • Organize various service projects including the Santa Claus Parade, Christmas tree pick-up, community dinner and shuffle board chairs • All donations are given within the Town of St. Marys, some of those include: the Pyramid Recreation Centre, St. Marys Memorial Hospital Foundation, St. Marys Minor Hockey Association, St. Marys Minor Ball, the tennis courts, St. Marys Mobility Bus and scholarships for high school students

SUMMARY

Service Club Sign structures are to be installed at Town entry points in 2018. Seven (7) clubs or organizations have submitted applications to be considered for logo signs on the Service Club Sign Structures. Each club has provided information regarding initiatives they have undertaken to provide support to the community through fundraising, donations or holding events. It is staff's recommendation that Council approve each of the applicants to add logos on the Service Club Sign structure.

FINANCIAL IMPLICATIONS

Service Clubs who are approved by Council will have to purchase four signs, a sign for each entry point. A quote has been received by the Town regarding the costs for four signs that meet the dimension

and material requirements set out in By-Law 32-2018. The cost per sign is \$75.00, a total of \$300.00 for four signs.

STRATEGIC PLAN

☒ Not applicable to this report.

OTHERS CONSULTED

None.

ATTACHMENTS

None.

REVIEWED BY

Recommended by the Department

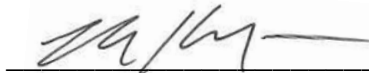


Jed Kelly
Director of Public Works



Morgan Dykstra
Public Works Coordinator

Recommended by the CAO



Brent Kittmer
CAO / Clerk