



FORMAL REPORT

To:	Mayor Strathdee and Members of Council
Prepared by:	Jed Kelly, Director of Public Works
Date of Meeting:	22 May 2018
Subject:	PW 29-2018 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 29-2018 Service Club Sign Applications be received; and

THAT Council approve the McConnell 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.

On April 24, Council approved the sign applications of seven (7) St. Marys Service Clubs.

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>McConnell Club</i>	Yes	N/A	104	<ul style="list-style-type: none"> • Raises funds through bake sales (Scotia Bank pies), Boston Pizza fundraiser, variety shows and women's events • Distribute funds to numerous St. Marys organizations such as: St. Marys minor sports organizations, St. Marys Salvation Army, St. Marys Winter Lights Festival, St. Marys Memorial Hospital Foundation, St. Marys Mobility Services, and the Pyramid Recreation Centre • Club also provides financial assistances those who are in need whether as a result of a fire, medical crisis or other situations that place those in need within the St. Marys community • Provide meals for the United Church biweekly community dinners and a meals on wheels program • Provides a bursary to students at St. Marys DCVI

SUMMARY

Service Club Sign structures are to be installed at Town entry points in 2018. The structures will support 15 Service Club logos, Council has already approved seven logos, and the approval of the McConnell Group will bring the total to eight logos. The McConnell Club has provided information regarding initiatives the initiatives they have undertaken to provide support to the community through fundraising, donations or holding events. It is staff's recommendation the McConnell Club's application be approved and their logos added to the Service Club Sign structures.

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

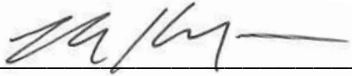


Jed Kelly
Director of Public Works



Morgan Dykstra
Public Works Coordinator

Recommended by the CAO



Brent Kittmer
CAO / Clerk