

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM:	Laurie Wills	
TITLE:	Director of Public Works	
DATE OF MEETING:	September 14, 2020	
TITLE / SUBJECT:	Process for Implementing Poppies on Street Name Blades	
REPORT DATE:	August 19, 2020	File #:

1.0 STRATEGIC PLAN
NA

2.0 PUBLIC ENGAGEMENT
NA

3.0 RECOMMENDATION
THAT Council receive this report for information.

4.0 ORIGIN
July 20, 2020 Committee of the Whole.

5.0 BACKGROUND
Council's approval to have Jack Waghorn added to the Town of Cobourg's street name registry and request for Staff to report back on the process required to incorporate poppies on street blades.

6.0 ANALYSIS
Attached is the Poppy Manual, a guideline for governing the use of the Dominion Command of The Royal Canadian Legion's trademark. For street blades/signs named in honour of individual Veterans, a proposal must be submitted to the Dominion Command that includes authenticated background information on each Veteran to be honoured, including wartime service and date of death.

Section 817: Requests for the use of the Poppy image, for any purpose and in any configuration or design, are to be forwarded to the Secretary, Poppy and Remembrance Committee at Dominion Command with sufficient time to permit a review by the Committee. The request, outlining details of the usage, may be forwarded by mail, fax or electronically and is to include:

- a) the name of the Command, Legion branch, corporation or individual seeking approval;
- b) a description of exactly how and where the Poppy will be used or displayed;
- c) an explanation of why the Poppy usage is requested;
- d) an indication of what period of time the Poppy will be used or displayed, as applicable;
- e) a disclosure, if intended for use on a product, of the selling cost of the item and a projection of the expected profit to be made;
- f) an indication of where the profit, if any, will be directed, whether to an organization, charity or manufacturer; and,
- g) a draft drawing or design depicting how the image will be used, including image size and placement.

Currently there are only 11 streets in Cobourg utilizing Fallen Soldier names of which only eight (8) are the persons' full name. Complete names are as follows:

1. Fred Adams
2. Ernest Allen
3. Samuel Angrove
4. Charles Bennett
5. John Fairhurst
6. Elmer Hutton
7. James Sweetman
8. Peter White

Incomplete names are as follows:

1. Campbell Street
2. Henderson Drive
3. Smith Road

The incomplete usage of the names would be considered a 'blanket' use which is not permitted for the poppy symbol. Each of these streets would have to be renamed using the full names of the Fallen Soldiers in order to be eligible for the poppy symbol on the street blade. There are three (3) individuals each with the surname of Smith and Campbell.

Typical process for other municipalities would be to have a nomination form available to the public which would require an applicant to submit all of the background information required by Dominion Command in order to approve the use of the poppy symbol. Upon receiving all of the required information and Council approval, Town Staff would then submit a proposal to Dominion Command including a draft drawing of the street blade in accordance with Section 817(g).

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Street blades typically cost under \$50 to replace and Town staff can do the replacements. Should Council decide to go ahead and replace all of the full name street blades, the cost to the Town would be approximately \$750 including labour and materials and all costs would be borne by the Roads & Sewers Department operating budget. Additional administrative time will be required for Staff to prepare an application to Dominion Command to secure approval of the use of the poppy symbol on the eight noted street blades as long as the required information relevant to the named individuals, is available.

8.0 CONCLUSION

THAT Council receive this report for information.

12.0 AUTHORIZATION/SIGNATURES

Approved By:

Ian Davey, Treasurer/Director of Corporate
Services

Department:

Finance