



# Town of Cochrane Policy

<b>Policy No.:</b> <b>Policy Title:</b> <b>Approval Date:</b> <b>Revision Date:</b> <b>Department:</b>	<b>1208-01</b> <b>Courtesy Flagpole Policy</b> <b>June 28, 2021 (RES #117/06/21)</b>  <b>Corporate Services</b>
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## **POLICY STATEMENT:**

The Town of Cochrane engages with local not-for-profit organizations to recognize significant events, special occasions, achievements and cultural celebrations. The purpose of this policy is to ensure that requests to have a Flag flown on the Courtesy Flagpole at the Cochrane RancheHouse Event Centre are managed in a consistent and appropriate manner. The Cochrane RancheHouse serves as both the Town offices and as a full-service event centre and as such, this policy strives to balance both purposes.

## **SCOPE:**

The Town may fly Flags on a temporary basis to mark special and ceremonial occasions on a Courtesy Flagpole as follows:

- Flags of local not-for-profit organizations to celebrate a special occasion or achievement in Cochrane; and
- Flags of particular nations on their national days in recognition of Cochrane's ethnic and cultural diversity.

### **1. DEFINITIONS**

- 1.1 **"Administration"** means the department assigned the responsibility of managing flag raising requests pursuant to this Policy;
- 1.2 **"CAO"** means the person appointed to the position of Chief Administrative Officer by Council or his or her delegate;
- 1.3 **"Council"** means the Council of the Town of Cochrane, in the Province of Alberta;
- 1.4 **"Courtesy Flagpole"** means a designated flagpole located in the Town of Cochrane;
- 1.5 **"Flag"** means a piece of cloth with distinctive colours, designs, emblems or symbols, and includes flag that are designated to represent nations,

provinces, states or municipalities and those that re designated to represent Not-for-Profit Organizations;

- 1.6 **“Half-mast”** means a directive that Flags will be positioned approximately halfway up the mast or pole as a symbol of respect or mourning, as directed by the Prime Minister's Office through Canadian Heritage, the Premier's Office through the Alberta Protocol Office, or by Council or the CAO;
- 1.7 **“Not-for-Profit Organizations”** means societies registered under the *Societies Act*, associations registered under Part 9 of the *Companies Act*, or charities registered with the Canada Revenue Agency; and
- 1.8 **“Policy”** means this Town of Cochrane policy together with all attachments hereto as amended from this time.

## 2. CRITERIA

Not-for-profit organizations may apply to place a Flag on a Courtesy Flagpole.

The Town acknowledges that the Flags on the Courtesy Flagpole will be visible to the general public. It is the intention of the Town that the Courtesy Flagpole will be used to mark events, special occasions and achievements within the Town, and that the Courtesy Flagpole will not be used for advertising purposes. Placement of Flags on a Courtesy Flagpole shall be subject to the following criteria:

- a. Flags shall not include content of a commercial nature or be used for commercial advertising or political messaging or for any other purpose other than the intent described above;
- b. Flags to be placed on Courtesy Flagpole shall be consistent with the Canadian Code of Advertising Standards, where applicable, including the following restrictions:
  - i. Flags shall not condone any form of personal discrimination, including discrimination based upon race, national or ethnic origin, religion, gender identity, sex or sexual orientation, age or disability;
  - ii. Flags shall not appear in a realistic manner to exploit, condone or incite violence; nor appear to condone, or directly encourage, bullying; nor directly encourage, or exhibit obvious indifference to, unlawful behaviour;
  - iii. Flags shall not demean, denigrate or disparage one or more identifiable persons, group of persons, firms, organizations, industrial or commercial activities, professions, entities, products or services, or attempt to bring it or them into public contempt or ridicule; and
  - iv. Flags shall not undermine human dignity; or display obvious indifference to, or encourage gratuitously and without merit, conduct or attitudes that offend the standards of public decency prevailing among a significant segment of the population;

- c. Where Flags include any websites or other invitations to view other material, such other material will also be considered when evaluating whether or not to approve the Flags; and
- d. Flags shall meet the additional requirements set out in the attached Procedure.

### **3. REQUESTS AND APPROVALS**

Applications to place Flags are considered in the order in which complete applications are received and are evaluated on a case-by-case basis.

If an application meets the above criteria and the Courtesy Flagpole is available on the relevant date, Administration shall proceed with approving the application. If an application is not approved, Administration shall notify the applicant.

### **4. HALF-MASTS**

A Half-Mast directive takes precedence over all Flag raisings. Dates include, but are not limited to those listed in Schedule "B".

### **5. POLICY VARIANCE**


The CAO may approve proposed variances from this Policy, at the CAO's discretion.

### **6. RESPONSIBILITIES**

Town Council to:  
Review, amend and approve the Policy.

Administration to:  
a. Create and amend the process to receive Flag from applicants.  
b. Receive and process applications for a Flag to be placed on a Courtesy Flagpole.

### **END OF POLICY**

	<h2 style="margin: 0;">Town of Cochrane Procedure</h2>
<b>Policy No.:</b> <b>Policy Title:</b> <b>Approval Date:</b> <b>Department:</b>	<b>1208-01</b> <b>Courtesy Flagpole Policy</b> <b>June 28, 2021 (RES #117/06/21)</b> <b>Corporate Services</b>

**PURPOSE:**

The Courtesy Flagpole Procedures set out the manner in which the Courtesy Flagpole Policy will be implemented. The procedures may be amended by Administration as required.

**GENERAL PROCEDURES AND RESPONSIBILITIES:**

**1. Application Procedure:**

- a. Completed applications must be received no less than three (3) weeks and no more than 8 weeks before the requested date.
- b. Payment is to be made as per "Schedule A" upon application approval.
- c. If the applicant intends to have a Flag raising ceremony, details must be provided to Administration at the time of application. Applicants are required to obtain any other permits that may be required in respect of such ceremony.
- d. The applicant must provide the Flag to the reception desk on the second floor of the Cochrane RancheHouse no less than three (3) business days in advance of the date the Flag is to be placed.
- e. Flags must be in excellent condition with no holes or torn fringe and must be standard sized (3'x6').
- f. Flags must be as shown in the approved application.
- g. Applications must be made for each request for a Flag to be placed. Prior approval of an application for a Flag does not imply that future applications will also be approved.
- h. Not more than one application per year for a local Not-for-Profit Organization will be approved.
- i. Flags may be flown for a maximum of one week depending on availability.
- j. Administration will post approved dates on the Courtesy Flagpole calendar, located on the Town's website. All other marketing and promotion of the event are the responsibility of the applicant.
- k. The Town strives to fulfil all eligible requests, but any approved requests may be modified if a major local, national or international situation occurs. Depending on the nature of the request modification may be required. In that case, Administration will work to find an

alternative date or time for flag raising and/or ceremony. If no suitable date can be found a refund of the application fee will be issued.

## **END OF PROCEDURE**

### **SCHEDULES**

#### **Schedule "A"**

Processing Fee - \$25 per application to cover administration and flag-raising costs.

#### **Schedule "B"**

Annual list of half-masting occasions including, but not limited to:

- Day of Mourning for all those who have suffered and died in the workplace (Worker's Mourning Day) – April 28
- National Day of Remembrance for Victims of Terrorism – June 23
- Firefighters' National Memorial Day – September 13
- Police and Peace Officers National Memorial Day – Sept 27
- Remembrance Day – November 11
- National Day of Remembrance and Action on Violence Against Women – December 6