

**Business of the Village Board
Village of Saranac Lake**

SUBJECT: Authorize MOU

Date: 2/24/2025

DEPT OF ORIGIN: Village Manager

BILL # 21-2025

DATE SUBMITTED: 2/19/2025

EXHIBITS: _____

APPROVED AS TO FORM:

Village Attorney

Village Administration

EXPENDITURE
REQUIRED: \$0

AMOUNT
BUDGETED: \$0

APPROPRIATION
REQUIRED: \$0

SUMMARY STATEMENT

Authorize Village Manager to sign MOU with Women's Civic Chamber for Hometown Heroes Banner Program

RECOMMENDED ACTION

MOVED BY: Ryan SECONDED BY: White

VOTE ON ROLL CALL:

MAYOR WILLIAMS yes

TRUSTEE BRUNETTE yes

TRUSTEE RYAN yes

TRUSTEE SCOLLIN yes

TRUSTEE WHITE yes

MEMORANDUM OF UNDERSTANDING

Between the Women's Civic Chamber of Saranac Lake and the Village of Saranac Lake

Purpose This Memorandum of Understanding (MOU) establishes the terms and responsibilities for the implementation and operation of the Hometown Heroes Banner Program, a joint initiative to honor and recognize individuals with a connection to the Saranac Lake community who are serving or have served in the United States Armed Forces.

Objectives The Hometown Heroes Banner Program aims to:

1. Honor and recognize the brave men and women who have served or are currently serving in the United States Armed Forces.
2. Beautify the village streets with a meaningful and patriotic display.

Roles and Responsibilities

Women's Civic Chamber of Saranac Lake:

1. Oversee the Hometown Heroes Banner Program, including development and implementation, application management, sponsor communication, banner proofs, payment processing, and banner production.
2. Be the point of contact for all communications with the banner printing company, Holiday Outdoor Décor.
3. Maintain a waitlist for eligible banners if no immediate placement is available.
4. Coordinate with the Village of Saranac Lake to hang and take down the banners.
5. Return all retired/decommissioned banners to Sponsors.
6. Coordinate with the Village of Saranac Lake a Memorial Day commissioning ceremony for the banners. Additional ceremonies can be added if needed and agreed upon.
7. Notify the Village of Saranac Lake regarding banners that require removal or replacement.
8. Promote the program through press releases, social media, and local outreach efforts.

Village of Saranac Lake:

1. Handle the installation and removal of banners through the Department of Public Works (DPW).
2. Approve banner placement on utility poles along Lake Flower and coordinate with National Grid as needed.
3. Support promotional efforts by featuring the program on the village website and social media platforms.
4. Coordinate with Women's Civic Chamber a Memorial Day commissioning ceremony for the banners. Additional ceremonies can be added if needed and agreed upon.

Program Details

1. Eligibility: Any current or former military member with a connection to the Saranac Lake community, such as a resident, former resident, or a family member of a resident (child, parent, grandparent, aunt/uncle, niece/nephew) is eligible.
2. Banner Design: Banners will be 24" x 48", featuring a photo of the service member in uniform, their name, branch, and service dates. Banners will be designed by the Women's

Civic Chamber Hometown Heroes Committee from standard templates provided by the Hometown Heroes Banner Program. Final design will be approved by the Village.

3. Display Period: Banners will be displayed for two consecutive years starting Memorial Day. Retired banners will be returned to sponsors.
4. Cost: Each banner costs \$ 225 and includes production, printing, and hanging for two years.
5. Implementation Plan: The deadline for completed and paid banner applications is March 21st for the current year's Memorial Day ceremony. Applications will continue to be accepted on a rolling basis; however, applications received after March 21st will be included the following year, unless additional commissioning ceremonies are held during the year.

Funding and Sponsorship

1. The program is self-supporting, with sponsors covering the cost of the banner printing and banner mounting brackets. Minor costs, such as printing of applications or web page design or Village staff time, will be covered by the organization responsible for these tasks.
2. Sponsors will be notified when renewal is due, or banners will be taken down if no renewal is requested.

Ceremony and Community Engagement

1. A yearly ceremony commissioning the banners and honoring the service members and their families will be held on or around Memorial Day.
2. Collaborate with local veterans' organizations and historical societies to promote and enrich the program.

Evaluation and Review

1. A joint annual review will be held between Women's Civic Chamber and the Village of Saranac Lake to assess program effectiveness and address community feedback.
2. Adjustments will be made as necessary to ensure the program's ongoing success and alignment with its objectives.

Duration and Termination This MOU will remain in effect until terminated by mutual agreement between the Women's Civic Chamber of Saranac Lake and the Village of Saranac Lake.

Signatures By signing below, the parties agree to the terms outlined in this MOU.

Women's Civic Chamber of Saranac Lake:

Name: Patti Savvie Title: President
Date: 02/20/2025

Village of Saranac Lake:

Name: _____ Title: _____
Date: _____