



SPECIAL TOWN COUNCIL MEETING STAFF REPORT

MEETING DATE May 29, 2024
PREPARED FOR Mayor and Town Council
PREPARED BY Heather Abrams, Town Manager
SUBJECT Adopt a Resolution Authorizing the Display of Chamber of Commerce Banners on Downtown Light Posts from July 1 through October 31, 2024; Authorize the Town Manager to Pay for Banner Placement.

RECOMMENDATION

Staff recommends the Town Council:

1. Adopt a Resolution authorizing the display of Chamber of Commerce banners on downtown light posts from approximately July 1 through October 31, 2024.
2. Authorize the Town Manager to pay for banner placement.

BACKGROUND

The Town of Fairfax has a Flag and Banner Display Policy that governs the display of flags and banners on Town property. According to this policy, the display of banners on Town light poles requires Town Council approval.

The Fairfax Chamber of Commerce has previously displayed banners on downtown light posts to promote local businesses and community events. These banners are part of a campaign to encourage residents and visitors to shop, dine, and enjoy cultural activities in Fairfax, thus supporting the local economy.

DISCUSSION

The Fairfax Chamber of Commerce has requested to display banners from July 1, 2024, through October 31, 2024. The previously approved banners feature designs that promote shopping, dining, and music, with "Fairfax" prominently displayed at the bottom. This initiative aims to enhance the vibrancy of the downtown area and attract more visitors during the summer and early fall months.

The proposed period for banner display includes the summer tourist season and extends through the early fall, maximizing the visibility and impact of the promotional campaign.

A resolution has been prepared to authorize the display of the banners, use of staff time for their placement, and authorization for the Town Manager to cover the costs of hanging the banners. The financial support requested from the Town for these activities remains unchanged from previous similar requests.

FISCAL IMPACT

The cost to hang the banners will be approximately \$1,000. Funds for the Chamber of Commerce are budgeted in fund 01-715-822.

ATTACHMENTS

Resolution

RESOLUTION 24-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX
AUTHORIZING THE DISPLAY OF CHAMBER OF COMMERCE BANNERS FROM JULY 1,
2024, THROUGH OCTOBER 31, 2024, AND AUTHORIZING THE TOWN MANAGER TO
PAY FOR BANNER PLACEMENT**

WHEREAS, the Town of Fairfax has a Flag and Banner Display Policy requiring Town Council approval for the display of banners on Town light poles; and

WHEREAS, the Fairfax Chamber of Commerce has requested the display of banners promoting local commerce and community activities from July 1, 2024, through October 31, 2024; and

WHEREAS, the proposed banners support the Town's objectives to encourage shopping, dining, and cultural activities in Fairfax, benefiting the local economy and community engagement;

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Fairfax authorizes the display of Chamber of Commerce banners on downtown light posts from July 1, 2024, through October 31, 2024; and

BE IT FURTHER RESOLVED that the Town Manager is authorized to use town funds for the placement of the banners.

The foregoing resolution was duly passed and adopted at a regular meeting of the Town Council of the Town of Fairfax on the 29th day of May 2024, by the following vote to wit:

AYES:

NOES:

ABSENT:

ATTEST:

Barbara Coler, Mayor

Christine Foster, Deputy Town Clerk