



FAIRFAX TOWN COUNCIL MEETING STAFF REPORT

MEETING DATE: March 6, 2024
PREPARED FOR: Mayor and Town Council
PREPARED BY: Heather Abrams, Town Manager
SUBJECT: Adopt a Resolution Rescinding Resolution 24-10 and Re-Authorizing the Display of Chamber of Commerce Banners on downtown light posts; authorize use of staff time to place banners; authorize Town Manager to pay for printing of authorized banners.

RECOMMENDATION

Staff recommends the Town Council:

1. Review and approve the revised design of the banners presented by the Fairfax Chamber of Commerce.
2. Adopt a Resolution, rescinding Resolution 24-10 and authorizing the display of Chamber of Commerce banners on downtown light posts on or before April 1, 2024, through May 30, 2024.

BACKGROUND

The Fairfax Town Council previously approved the display of Chamber of Commerce banners on downtown light posts during the Town Council meeting on February 7, 2024. These banners are part of a campaign to encourage local-area residents to shop and dine in Fairfax, aligning with the Town's objective to support local businesses and enhance downtown vitality.

As noted previously, the Town has a Flag Display Policy which requires Town Council approval to display banners on downtown light posts. This policy ensures that the Town's flagpoles and light posts are used to express the Town's official sentiments, supporting initiatives that benefit the community and local economy.

DISCUSSION

The Fairfax Chamber of Commerce has revised the design of these banners and seeks the Council's approval for the new design. The revised banners aim to better reflect the community's spirit and promote local commerce effectively by displaying the words, "music", "shop", "dine" with "Fairfax" across the bottom.

The revised banner design for approval:



With the Chamber's initiative to revise the design, a new resolution is required to update the authorization period and formally approve the new design for display. The quantity of banners to be printed remains unchanged at 18 banners—six of each of the three unique designs.

FISCAL IMPACT

The cost for printing and displaying the banners has already been accounted for, as approved in the February 7, 2024, meeting, so there is no additional fiscal impact with adopting this resolution and approving the revised banner design.

In total, the financial support requested from the Town to hang and print the banners is approximately \$4,574.

ATTACHMENTS

Resolution

RESOLUTION 24-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX
RESCINDING RESOLUTION NO. 24-10 AND AUTHORIZING THE DISPLAY OF REVISED
CHAMBER OF COMMERCE BANNERS; AUTHORIZING THE USE OF STAFF TIME FOR
THE PLACEMENT OF BANNERS; AND AUTHORIZING THE TOWN MANAGER TO PAY
FOR PRINTING OF AUTHORIZED BANNERS**

WHEREAS, the Town Council previously authorized the display of Chamber of Commerce banners on downtown light posts through Resolution No. 24-10; and

WHEREAS, the Fairfax Chamber of Commerce has presented a revised design for these banners, reflecting a more accurate representation of the community's spirit and promoting local commerce; and

WHEREAS, the Town has a Flag Display Policy requiring Town Council approval for displays on downtown light posts to express the Town's official sentiments and support initiatives benefiting the community and local economy; and

NOW, THEREFORE, BE IT HEREBY RESOLVED that Resolution No. 24-10 is hereby rescinded; and

BE IT FURTHER RESOLVED that the Town Council approves the revised design of the Chamber of Commerce banners with the text, "eat", "dine", and "music" with "Fairfax" at the bottom for display on downtown light posts on or before April 1, 2024, through May 31, 2024; and

BE IT FURTHER RESOLVED that the Town Manager is authorized to use staff time to place banners and to pay for the printing of authorized banners.

The foregoing resolution was duly passed and adopted at a regular meeting of the Town Council of the Town of Fairfax on the 6th day of March 2024 by the following vote, to wit:

AYES:

NOES:

ABSENT:

Barbara Coler, Mayor

Attest:

Christine Foster, Deputy Town Clerk