

# Council Business Meeting

September 7, 2021

<b>Agenda Item</b>	Almeda Fire Anniversary Recognition	
<b>From</b>	Gary Milliman	City Manager Pro Tem
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## **SUMMARY**

Councilors Hyatt and DuQuenne have placed this matter on the agenda to discuss a few ideas in recognizing the first anniversary of the Almeda Fire. We recognize that the timing is tight and not all aspects of the outline may be viable. However, gratitude has no time stamp and there are ideas in the mix that may be good for the community and not date certain.

## **POLICIES, PLANS & GOALS SUPPORTED**

N/A

## **PREVIOUS COUNCIL ACTION**

N/A

## **BACKGROUND AND ADDITIONAL INFORMATION**

The following ideas have been proposed by Councilors Hyatt and DuQuenne:

Post Card Program or Hashtag #Ashlandgratitude (or similar)

- Date: Month of September (flexible)
- Location: Chamber, Ashland Library, Partnering local Business, Farmer Market / Website and Social
- Option 1: Develop a post card and invite the community to write messages to our first responders. These postcards will be collected at locations specified around town (or mailed if individuals prefer) and shared with Ashland Fire and Rescue (AF&R), Ashland Police Department (APD) and Ashland Public Works.
- Option 2: Creation of a hashtag to share messages of gratitude with first responders and hometown heroes. Thank you Councilor DuQuenne for this wonderful idea!
- Requires creation and printing of a postcard see PDF concept template / creation of hashtag and communication on Website on how to share messages of gratitude
- Contact: TBD

Main Street Ashland Banner

- Date: Week of September 11-18th (again, flexible)
- Location: Main Street, Ashland
- Fly a banner in commemoration of the first anniversary of the Almeda Fire and in gratitude to our first responders and hometown heroes, over Main Street (HWY 99) in Ashland
- Requires Council Approval, design, and production of the banner
- Contact: City of Ashland Administration

## **FISCAL IMPACTS**

The post cards could be printed and cut in house saving money, but would cost staff time and organization. No estimate has been provided for printing and cutting with a third party printer.

Based on previous expenses, the cost of the banner would be approximately \$1,000 to print. This would be the main cost as the application fee is waived for City banners and the Electric Department installs all banners. This cost is not budgeted for and would come out of the Mayor and Council budget.

**STAFF RECOMMENDATION**

N/A

**ACTIONS, OPTIONS & POTENTIAL MOTIONS**

N/A

**REFERENCES & ATTACHMENTS**

N/A