



Resolution on Developing, Managing and Maintaining Shepherdstown Street Banners of Various Designs

- 1) WHEREAS, a Town Banner Task Force, which includes residents and a member of Town Council, has recommended that the town implement a program of decorating downtown area streets with festive banners.
- 2) Whereas Shepherdstown residents desire that street banners should honor diverse topics and events throughout the year such as:
 - a. Individuals who serve or have served in the U.S. Military.
 - b. Individuals who contribute or have contributed to our Nation, our State, and/or our Town in significant ways.
 - c. Historic events that are important to Shepherdstown and nearby areas.
 - d. Town branding.
 - e. Town events and activities such as Music and Arts Nights, the Contemporary American Theater Festival, the American Conservation Film Festival, Friends of Music Events, the Speak Story Series, Shepherd University events, Street Fest, and other local events and commemorations.
 - f. Seasons, and Holidays such as New Years, Dr. Martin Luther King Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Indigenous People's Day, Thanksgiving Day, and the Christmas and End of Year Holidays; and
 - g. Other important and deserving topics.
- 3) WHEREAS, Ms. Cheryl Brown has pledged to donate up to one-half the cost of brackets needed to hang the banners that the town will procure in 2025 to honor individuals who serve or have served in the U.S. Military.

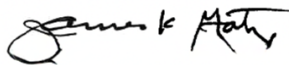
NOW THEREFORE, BE RESOLVED that the Town of Shepherdstown shall:

1. Immediately begin administration of the Shepherdstown Street Banner Initiative.
2. Place ads in local newspapers, on social media, and on other platforms that solicit donations for the purchase of banners in spring 2025. The advertisements will

clearly state that the Hometown Heros Banners will be displayed on weeks around specific holidays (such as Memorial Day) and that other banners will be displayed on other weeks of the year.

3. Procure banners and brackets needed to decorate downtown streets beginning in Spring 2025 and into future years.
4. By April 1, 2025, develop and maintain a schedule for hanging banners from mid-May 2025 through mid-May 2026, including dates when banners to be displayed in the downtown area.
5. Develop and manage solicitation of donations for funding banners and brackets from the Hometown Heros (entity that produces banners honoring individuals who serve or have served in the U.S. Military Service) and other banners of other categories that to be obtained from other sources.
6. Hang the banners according to the schedule developed for this project beginning with the banners that celebrate and honor members of the U.S. Military Service, starting by May 15, 2025, for the 2025 Memorial Day holiday season.
7. Contribute up to \$1,000 for program administration and up to \$2,500 for purchase of banner brackets for hanging banners of different varieties over the period May 2025 – May 2026 and into future years.
8. Contribute Public Works staff time needed for program administration including for soliciting and collecting donations, making payments to the Hometown Heroes entity, managing the hanging the storage of the various banners, and related activities.

Approved by the Shepherdstown Town Council.



Mayor

March 12, 2025

Date