Windsor Hometown Heroes
Military Banner Program

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Program Purpose:
The Windsor Hometown Heroes Military Banner Program (Program) was created and exists in order that the community may recognize and honor individuals on active duty or active reserves in the military by displaying the honoree's photo, name and armed service information on a banner to be flown from light standards throughout the Town.

Banners will be displayed on existing acorn light standards located in Windsor will remain on display as long as the service member is on active duty.

Eligibility:
Banner candidates must be on active duty or active reserves in one of the branches of the U.S. Armed Forces. The U.S. Armed Forces include the Army, Navy, Air Force, Marine Corps and Coast Guard. The service member must either be a resident of the Town of Windsor, have graduated from Windsor High School, or have an immediate family member residing or working in the Town (spouse, parent, grandparent, brother, sister, son, daughter, aunt or uncle).

Proof of eligibility includes but is not limited to, possession of a United States Uniformed Services Privilege and Identification Card (U.S. Military ID, Geneva Conventions Identification Card, Common Access Card or a USPIC). This is an identity document issued by the United States Department of Defense to identify a person as a member of the Armed Forces. In addition, possession of a DA Form 2-1 (Enlisted Record Brief) or DA Pam 600-8 (Officer Record Brief). An Enlisted or Officer Record Brief is a one-page Army form that provides a summary of an enlisted Soldier's qualifications and career history. If serving in active reserves, a DD Form 214 (DD 214) is required. This is a form issued upon a military service member's retirement, separation, or discharge from active-duty military. Proof of eligibility can include other forms deemed appropriate by the Committee.

Application, Installation and Retirement Process:
An application shall be completed and submitted by a friend or family member with a color portrait-style photo (digital or hard copy) of the honoree in service clothes (dress uniform preferred). Whenever possible, the honoree shall give the friend or family member permission to recognize him or her on a banner. This permission does not have to be in writing.

Once the application is approved by the Committee the following will occur:
1. Funding established
2. Banner ordered
3. Banner presentation scheduled at a future Town Council meeting
4. Banner hung (in accordance with the banner hanging schedule)

Once at least six (6) applications have been received and processed, a formal ceremony will be scheduled, and friends and family members will be notified. No more than twenty (20) service members will be honored at a ceremony at one time.

Banner Retirement

When an honoree is no longer on active duty, his or her banner will be retired. Unless the honoree received a less-than-honorable discharge, a Banner Retirement Presentation, to be held at a Windsor Town Council meeting, will be scheduled as soon as possible after the removal of the banner from its acorn light standard. The honoree's contact person will be notified and requested to inform the honoree's family and friends. The banner will be presented to the honoree, if available, and, if not, to a family member or friend.

Upon receipt of a DD Form 214 (DD 214), it is requested that the family provide a copy to the Town to certify the release or discharge from active duty. This is a form issued upon a military service member's retirement, separation, or discharge from active-duty military.

Upon notice and determination that an honoree has received his or her DD 214 the banner will not be removed until the following steps have occurred:

a) The Committee has made a consensus to schedule the removal of the banner;
b) The family or friend has been contacted by Town staff or a committee-approved Committee member;
c) If possible, the banner removal is coordinated with the use of a rented lift for other town projects – so as to not incur any additional lift rental costs.

Once a year, designated Committee Members make their best effort to reach out to the honoree's contact person for a status update. If, after three (3) years, there has been no communication with the honoree's contact person or the honoree, the banner will be removed from its lamp post. The banner will remain in Town staff possession for one year, should the honoree's family wish to pick it up.

Funding:

The intent of this Program is to be community-based and to minimize the impact on resources from the Town of Windsor.

The goal is to secure funding for the Program from sponsors, fundraising projects and private donations made by families, businesses and civic groups.

Funding will support the production of the banner, purchase of mounting brackets and rental of a lift. The Town of Windsor will serve as the fiscal sponsor for the banner Program and will track revenue and expenses. The Town has established a Special Revenue Fund that includes funds received through donations and will provide periodic financial summary reports to the Committee.

Volunteers:

The Program is administered by the Windsor Parks and Recreation Department in partnership with the volunteer, community-based Windsor Hometown Heroes Military Banner Committee. Volunteer participation may be solicited by the Committee or the Town. The Program would not be possible without the assistance of community volunteers.

Organization:
The Committee members participate on a voluntary basis with no compensation. Whenever possible, it is recommended that items be placed on the Committee meeting agenda in advance or be added at the meeting, with approval by the Committee. Action shall be taken, based on a consensus with input and guidance by Town staff. Meetings are scheduled on an as needed basis and will be set by staff and the Committee. The Windsor Town Council has the ultimate decision-making authority. It will be at the discretion of the staff to determine when an item shall require Town Council action.

The following are duties and functions of the Committee members:

Program Management:
1. Manage the Program with assistance from Town staff (application process, finance, and public relations).
2. Serve as liaison to the Town Council and Town staff.
3. Determine eligibility requirements.

Application Process:
1. Distribute applications to the interested family members. (Town staff to assist)
2. Follow guidelines and establish a list of potentially eligible honorees from applications. (With Town staff assistance)
3. Make contact with honorees' families at least once per year to ascertain honorees' active military status.
4. Set up an Installation Ceremony with guest speaker, honor guard, etc. (With Town staff assistance)

Finance:
1. Procure donations to fund the Program.
2. Serve as a liaison to the Town, and to the Windsor Parks and Recreation Department to track accounting associated with the donations, sponsors and purchases.
3. Work with Town staff to recognize donations and sponsors.
4. Coordinate fundraising projects.

Public Relations:
1. Work with Town staff, non-profit organizations and the media to raise public awareness of the Program.
2. Distribute an informational handout about the Program and make it available to the public at several locations in town and at Town events.

Examples of publicity efforts include Town electronic kiosk, website, Facebook, press release, government channels 99 and 27, email blasts, etc.

The following are duties and functions of Town of Windsor staff:

Program Management:

1. Manage the Program with assistance from the Committee (application process, finance, and public relations).
2. Coordinate Committee meetings and location.

Application Process:

1. Distribute applications to interested family members and collect completed applications.
2. Follow guidelines and establish a list of potentially eligible honorees from applications (With Committee assistance).
3. Notify family members of application status.
4. Process the honoree's photograph.
5. Send a draft of banner layout and information to family for review.
6. Schedule printing of banners.
7. Set up an Installation Ceremony with guest speaker, honor guard, etc. (With Committee assistance).
8. Create and maintain a database of all banners/honorees.
9. When an honoree is no longer on active duty, schedule a Banner Retirement Presentation and notify the family of the details.

Finance:

1. Track accounting associated with the donations, sponsors and purchases.
2. Recognize donations and sponsors.
3. Provide regular updates to Committee as to financial situation.

Public Relations:

3. Work with Committee, non-profit organizations and the media to raise public awareness of the Program.
4. Develop and maintain "Windsor Hometown Heroes Program" website.
5. Produce and distribute an informational handout about the Program to be made available to the public at several locations in town.

   Examples of publicity efforts include Town electronic kiosk, website, Facebook, press release, government channels 99 and 27, email blasts, etc.

Liability:

The Town of Windsor, and the Windsor Hometown Heroes Military Banner Program are not liable for any damage, loss, or vandalism associated with the banners. Any loss or damage to an installed banner will be handled on a case-by-case basis depending on the circumstances.

Banner Design:

The design has a photo of the honoree in military uniform, accompanied by his/ her name and branch of the service.

Banner Ceremony:
The Town of Windsor staff will work with the Committee to schedule the use of a Town facility for the Installation Ceremony and the installation of the banners by the Facility Maintenance Division.

Banner Placement:
A two-sided banner measuring 28” wide and 54” tall will be mounted on an acorn light standard in Windsor downtown area. Thirty-seven (37) light standards will accommodate a total of seventy-one (71) banners. Thirty-four (34) of the standards will each accommodate 2 banners, and three (3) standards will accommodate one banner each. The outside position on the standards will receive the first banners to be displayed, followed by the interior position on the available standards. Number of banners and location is subject to change. Displaying advertising or other distracting text on any banner is prohibited.

Staff will evaluate the banners on an annual basis. If banners become tattered, torn or discolored, staff will reach out to the honoree’s family to determine the best course of action for banner replacement.