



## **Public Statements Policy**

**Date adopted by Council: August 14, 2024**

**Date amended: May 27, 2025**

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### **1. POLICY STATEMENT**

The Town of Lunenburg is committed to fostering a cohesive, inclusive community by recognizing important causes and celebrating diversity. Through public statements, the Town aims to support meaningful initiatives, promote awareness, and strengthen a sense of belonging and civic pride. All public statements will be processed consistently, advancing dignity, respect, and inclusion throughout the community.

### **2. PURPOSE**

This policy is intended to provide consistency and equity in how requests for public statements are handled.

### **3. SCOPE**

This policy applies to requests for proclamations, letters of support, and flag raisings at Town of Lunenburg facilities.

### **4. ELIGIBILITY AND STANDARDS**

Council may authorize requests for proclamations, letters of support, and flag raisings at Town facilities.

Requests must be submitted by:

- A not-for-profit organization located in or having a presence in the Town of Lunenburg;
- A citizen of the Town of Lunenburg; or
- A Council member or Town of Lunenburg representative

To be considered, requests must meet at least one of the following criteria:

- Be of local, provincial, national, or international significance;
- Be of benefit to the community; or
- Be an initiative of the Town of Lunenburg.

Any public statement request may be denied for any reason deemed sufficient by Council. Requests that are deemed contrary to the Canadian Charter of Rights and Freedoms or the Nova Scotia Human Rights Act will not be considered.

## **5. PROCESS**

Requests for public statements must be made in writing and may be approved by motion at a Regular Council meeting. The following guidelines apply:

- **Presentations:** Requesters may indicate whether they wish to present to Council. Presentations are limited to 10 minutes, exclusive of questions, unless otherwise permitted by Council.
- **Letters of Support:** Requests must include a draft letter, details about the project or grant, funding amount (if applicable), intended recipient, and background on the organization. The Town may revise the draft as needed.
- **Proclamations:** Requests must contain a draft copy of the wording of the proclamation. The Town may revise the draft as needed.
- **Flag Raisings:** For flags not included in Appendix A, the requesting organization must supply the flag along with appropriate attachments unless otherwise approved. If multiple requests are received for the same day or timeframe, priority will be given to the first received.
- **Time-Sensitive Requests:** When a public statement, per this policy, is needed before the next Regular Council meeting, staff will attempt to consult all Council Members by email to reach consensus. If consensus cannot be reached in time, and the request aligns with the intent of this policy, the Mayor may authorize the statement in consultation with the CAO. These instances will be reported to Council.

## **6. HALF-MASTING OF THE CANADIAN FLAG**

The Town of Lunenburg will lower the Canadian flag at the Lunenburg Cenotaph to half-mast in accordance with national protocols, such as commemorative events or the passing of significant public figures, as directed by the Government of Canada.

In addition, the CAO may authorize the half-masting of any flag flown at Town facilities to recognize national or provincial tragedies or to honour individuals of local significance, such as a current or former councillor, staff member, or community leader. When a flag is lowered to half-mast, an explanation will be posted on the Town's website, social media, and other appropriate communication channels.

## **7. LIGHTING REQUESTS**

The Town of Lunenburg will not consider or process any requests to light up municipal facilities.

## **8. PERMANENT AND SPECIAL EVENT FLAG PROTOCOLS**

At the UNESCO World Heritage Monument site, the Town of Lunenburg will permanently fly the following flags, in accordance with applicable flag order protocols:

- The Canadian flag,
- The Nova Scotia provincial flag,
- The Town of Lunenburg municipal flag
- The Mi'kmaq Grand Council flag
- The United Nations flag (in recognition of Lunenburg's designation as a UNESCO World Heritage Site)

The sixth flagpole will be designated as the Special Events Flagpole and reserved for the raising of special-purpose flags approved by Council.

## **9. ANNUAL FLAG RAISINGS & PROCLAMATIONS: APPENDIX A**

The Town of Lunenburg will maintain a list of approved annual proclamations and flag raisings in Appendix A of this policy. Items listed in Appendix A will be issued or raised each year without requiring a new Council motion.

Organizations whose public statements or flags are listed in Appendix A do not need to submit a new request annually. The Town will be responsible for supplying and maintaining the flags listed, and staff will coordinate the scheduling and logistics of any related flag raisings.

Each year, staff will connect with the relevant organizing groups, where applicable, to confirm whether the annual proclamation or flag raising remains appropriate and desired, to verify the correct dates, and to determine whether any ceremonies or additional logistics should accompany the event.

Organizations may also request to be added to Appendix A at the time they bring a request forward to Council. Inclusion in Appendix A is at Council's discretion and must be approved by motion at a Regular Council meeting.

Council may add or remove items from Appendix A at any time. If Council removes an item, staff will notify any relevant group and provide an explanation for the change.

Appendix A will be reviewed following each regular municipal election to ensure that the annual proclamations and flag raisings align with the direction and priorities of the current Council.

## **10. COMMUNICATIONS**

Once a public statement under this policy has been approved, the Town will publish the statement on its website, social media channels, and any other unpaid communication

platforms deemed appropriate by Council or the CAO. The Town is not responsible for paid advertising or media coverage related to the statement; this remains the responsibility of the requesting organization unless otherwise directed by Council.

**Version Log**

Amendment(s) Description	Council Approval Date
Added: <ul style="list-style-type: none"><li>• Time-sensitive requests</li><li>• Appendix A</li><li>• Section 10: Communications</li><li>• Minor housekeeping edits</li></ul>	May 27, 2025

**Public Statements Policy**

**Appendix A: Approved Annual Proclamations and Flag Raisings**

This appendix lists proclamations and flag raisings that have been approved by Council for automatic annual recognition. These public statements do not require a new Council motion each year and will be coordinated by staff in consultation with the relevant organizing groups. Appendix A may be amended by Council at any time and will be reviewed following each regular municipal election to ensure continued alignment with the priorities of the current Council.

**Annual Flag Raisings**

<b>Occasion/ Event</b>	<b>Timing</b>
African Heritage Month	Month of February
International Transgender Day of Visibility	March 31
Battle of the Atlantic (Cenotaph Flags)	First Sunday in May
Access Awareness Week	Typically last week in May
Pride	Month of June
Treaty Day / Mi'kmaq History Month	Month of October
Remembrance Day (Cenotaph Flags)	November 11
Transgender Awareness Week	November 13–20

**Annual Proclamations**

<b>Proclamation</b>	<b>Timing</b>
Access Awareness Week	Typically last week in May

**ADMINISTRATIVE PROCEDURES**  
**Public Statements Policy**  
**Date approved by the CAO: August 14, 2024**



**1. PROCLAMATIONS AND LETTERS OF SUPPORT**

Requests for proclamations and letters of support should, whenever possible, be made in writing to the Municipal Clerk or designate and received at least eight days before the applicable Regular Council meeting, and at least 14 days before the requested date of the proclamation or letter. For deadlines in July or August, requests should be submitted at least 31 days in advance.

For letters of support, once approved by Council, the Municipal Clerk or designated delegate will coordinate with the Mayor or Deputy Mayor to review and sign the letter. The signed letter will then be provided to the requesting organization, which is responsible for forwarding it to the appropriate organization(s).

**2. REQUESTS TO RAISE FLAGS AT MUNICIPAL FACILITIES**

Requests to raise flags at municipal facilities must be made in writing to the Municipal Clerk or designate and received at least eight days before the applicable Regular Council meeting and at least 14 days before the date the flag is scheduled to be raised. Requests for July and August deadlines must be received 31 days in advance.

Flags will be raised at the UNESCO World Heritage Monument flagpoles unless otherwise requested and approved by Council. If a flag listed in Appendix A is designated for an alternate location, such as the Lunenburg Cenotaph, that location will be noted in Appendix A.

Flags will typically be raised for up to seven days unless otherwise approved by Council or where a longer duration is appropriate based on the occasion.

**3. TIME SENSITIVE REQUESTS**

Provisions for time-sensitive requests are outlined in Section 5 of this policy.