



## STAFF REPORT

### Board of Aldermen

**AN ORDINANCE APPROVING THE PUBLIC SERVICE AGREEMENT WITH BRANSON VETERANS TASK FORCE SUPPORTING THE AVENUE OF FREEDOM FLAG DISPLAY AND AUTHORIZING THE MAYOR TO EXECUTE THE AGREEMENT.**

**FIRST READING: AUGUST 27, 2024**

**FINAL READING: AUGUST 27, 2024**

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**Initiated By:** Human Resources

**Approved By:** *Cathy Stepp*

**Financial Impact:** No Impact/Not Applicable

**Community Plan 2030:** C-3: Community Partnership

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#### **FACTS:**

Twenty years ago, pursuant to Ordinance No. 2001-134, approximately 2 miles of Gretna Road was designated as the "Avenue of Freedom". Since that time, the Branson Veterans Task Force has partnered with the City to display American Flags each year from April to December. The flags are flown in honor and remembrance of the sacrifices of all military veterans and the nation's first responders from all wars and the attacks on September 11, 2001.

The flags have been flown on the street lamp poles located in the median of the roadway. The flags must be flown in good condition without rips, tears, fading or constant furling. Due to weather conditions over time, flags degrade, and need replaced. To care for the flags timely and properly, they must be accessed quickly. For the past couple of years, it has become a challenge to care for the flags in a timely manner as it requires planning and coordination with City staff to schedule a bucket truck and manpower to access the flags which can take as long as a couple of weeks.

This agreement changes the location of the flags from the street lamps in the median to the City-owned street light poles adjacent to the roadway along the east side of the roadway beside the sidewalk. A test flag has been flying on one of the street light poles to confirm that it can be placed high enough to be out of reach to pedestrians but can be accessed by an individual with an appropriate ladder. This test also gave our Public Works Department means to assess the change. The change of location allows a change in the agreement to require prompt replacement of flags. The Public Works Department has determined there are no objections to the change of location.

The City of Branson has been deemed "The Most Patriotic City in America" and we must uphold the highest standards in displaying the American Flag all over town, especially along the Avenue of Freedom. By making the changes reflected in this agreement, the Veterans Task Force is able to maintain the high standard.

We seek approval of this agreement so the Avenue of Freedom can continue to honor all our veterans and first responders in an appropriate way for years to come or until such time an even better way to do this can be achieved.

Staff is requesting a double read on this item.

**DETAILED ANALYSIS:**

The Branson Veterans Task Force will bear all costs associated with the purchase, installation and care for the flags.

The street light poles are 12' in height.

The flags are 3' X 5' in dimension.

The flags will be mounted at approximately 50 degree angle.

Damaged flags will be replaced within 3 days of notice to the Branson Veterans Task Force

There is no cost to the City

**BACKUP DOCUMENTATION:**

No additional information.