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## MEMORANDUM

**To:** Mayor Anzevino and City Council

**From:** Jena Stasik, Community Relations Manager; Military Veterans Commission

**CC:** Thom Sheridan, City Manager, Brian Griffith, Assistant City Manager, Greg Hannan, Director of Community Development

**Date:** July 18, 2025

**Subject:** Hudson's Hometown Hero Banner Program

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The Military & Veterans Commission ask for consideration to implement a military tribute banner program called “Hudson’s Hometown Heroes” anticipated to kick off in 2025. The program honors Hudson-affiliated Veterans, Active-Duty, Reserve, and National Guard members with beautiful, high-quality tribute banners displayed along Veterans Way and SR 91 (S. Main Street).

### PROGRAM OVERVIEW

The tribute banners would feature a full-color photo and basic military service details of each honoree. Up to 41 banners would be installed annually on city-owned light poles along **Veterans Way and SR 91 (South Main Street to Stoney Hill)** during two designated display periods:

- **Memorial Day:** Two weeks surrounding the holiday
- **Veterans Day:** Two weeks surrounding the holiday  
(*Exact dates may vary based on weather or operational constraints*)

Banner orders would be conducted once per year to fill any vacancies identified amongst the 41 locations. In the event there was more interest than locations, banners would be guaranteed two one-year cycles, unless the purchaser requested to remove the banner, with a maximum of three years displayed. Cost reflected below would offset the fee associated with Hudson Public Power installing and removing the banners twice per year.

### Key Details

- Banner Size: 30" x 60"
- Design: Full-color patriotic theme
- Cost: \$175 per banner (at cost for print and installation and paid by the applicant)
- Eligibility: Hudson-affiliated service members (Veterans and active personnel)
- Minimum Order Requirement: 30 banners to initiate program

City staff would be responsible for registration, payment collection and confirmation of legitimate service. The American Legion Auxiliary mentioned they could assist with a verification process. Banners would be stored at Hudson Public Power when not in use.

### **Application Information**

Honoree's Name\* (NOTE: Use Upper/Lowercase Letters.)

Service Dates (Enter Year to Year Only.)

Service Branch

War | Conflict Era

Award / Medal

Award / Medal 2

HONOREE'S PHOTO

File should be a minimum of 300 dpi for a 4x6 photo while smaller photos should be scanned at 600-1200 dpi or greater.

Banner locations referenced in this memo are the yellow and green dots on the map below.

