MANITOBA SALUTES

OUR MEN AND WOMEN in UNIFORM

February 2011

Mayor Sam Katz and members of Council
510 Main Street
Winnipeg, Manitoba, R3B 1B9

Subject: Manitoba Salutes Program

Dear Councillors & Mayor

In July of this year, Canada's combat role in Afghanistan will be completed. The role will change to one of training and local construction support. Manitoba has deployed some 1000 of its soldiers to Afghanistan over the past three years and we believe it is important to welcome the troops home and thank them for their dedication, service and in some cases, supreme sacrifice. Winnipeg citizens may wish to thank these same troops who will deploy here in Manitoba to fight a flood if conditions warrant.

The Honorary Colonels of our military units in Manitoba have met to discuss ways to recognize the efforts of our men and women in uniform and have agreed to support the concept of a "Manitoba Salutes" Program initiated by the office of Manitoba's Envoy for Military Affairs.

A steering committee to activate the program throughout Manitoba has been formed with myself as chair, with HCol Jim Burns of the Queens own Cameron Highlanders of Canada and HCol Andrew Paterson of the Fort Garry Horse as Vice Chairs. HLCol Bob Vandewater of the Camerons is the treasurer and Col (Ret'd) Gary Solar is the secretary.

I have attached the organization chart and proposed event listing for your information. We are pleased to note that the City of Brandon had already launched the program in 2008 and is called "Brandon Salutes", and plan to continue yearly. The Manitoba Salutes program will terminate in December of this year, but we hope that a "Winnipeg Salutes" program will continue as is the Brandon effort.

Some events have already taken place and more events are planned for this year. The budget estimate for the Manitoba Salutes program is $89,000. A copy is attached. The Honorary Colonels have pledged $40,000 of the cost and we have requested support $36,750.00 from the Province of Manitoba though the office of the Military Envoy, $7,000 from Veterans Affairs and expect to raise a further $7,000 from the corporate and public sector.

We are requesting support of $15,000 from Winnipeg City Council to complete the funds required for the City of Winnipeg events. If city council will consider and hopefully approve our request, please make the funds payable to "Military Heritage of Manitoba".

Sincerely

Ray McFeetors, Chair; Manitoba Salutes
Honorary Colonel, The Royal Winnipeg Rifles
100 Osborne Street North Winnipeg Manitoba, R3C 3A5,

MILITARY HERITAGE OF MANITOBA

Manitoba Salutes Budget estimates and summary of related events;

14 Feb 2011

Event	Province	Cities	Business	Total
Heroes Gala Brandon (completed)				
Tattoo Variety	N/A			
Yellow Ribbon Gala	N/A			
Parades Wpg/Brandon	5000	2000	5000	12000
Band Concerts Wpg/Brandon	5000	2000	5000	12000
Sunset ceremonies Tattoo Wpg/Brandon	5000	2000	5000	12000
Fireworks Brandon and Wpg	10000		10000	20,000
Civic Luncheons		2x5,000		10,000
Transport	2500		2500	5 000
Meals	4000		4000	8,000
Accomodation	2000		2000	4,000
Meetings & Admin	750		750	1,500
				84500
Unforeseen 5%	2500		2500	5000
	36,750	16000	36,750	$89,500

Notes;

Promotion and direct administration costs are included in event estimates.



Brandon Salutes

STRATEGIC PLAN

2010 -2013

2010 01 20

BACKGROUND

Brandon Salutes has been in existence since 2004 when established as a working committee of the Brandon Military Relations Committee. A need was identified to establish a committee that could undertake community based initiatives in a timely fashion. At that time, Brandon Salutes activities and functions were based upon the goal of strengthening the community connection that exists between Brandon, Cornwallis and CFB Shilo communities. Brandon Salutes would highlight how our communities are already intertwined, and provide opportunities for our communities to grow closer. The Committee would encourage awareness of the different lifestyles that exist in the military and civilian communities, and through understanding of each others' viewpoints, build stronger relations between all, based on a long-term strategy that will connect our shared community for years to come. This concept was encapsulated in the following mission statement:

"Brandon Salutes fosters unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership."

To date, Brandon Salutes has been very successful at raising community awareness and generating good levels of support and participation for its activities. A listing of key activities follows:

a. a successful banner program that raised considerable funds for Brandon Salute's activities and raised the public's awareness by getting the "brand" into the community;

b. a signage program placing billboards on Highway 10 North and South and at the junction of Veterans' Way and 1st Avenue;

c. a "Salute" program that recognizes community members who contribute to the aims and objectives of Brandon Salutes;

d. major departure and homecoming events for soldier deployments; and

e. a successful business incentive program providing soldiers with additional savings.

Given the relative success of these initiatives, Committee members thought that a need existed to revise or fine-tune its objectives to provide a roadmap for the future and to ensure continued relevance within the communities.

MISSION, VISION and VALUES

Brandon Salutes Mission Statement:

"Brandon Salutes fosters unity of the Military and Civilian communities in Westman based upon a mutual respect of their unique contribution toward a strong and proud partnership."

Brandon Salutes Vision Statement:

"To have a cohesive community that reflects our collective strength and pride in each other."

Brandon Salutes Values:

a. a sense of community and connections;

b. mutual respect and pride in our communities and their accomplishments;

c. acceptance and empathy/understanding for differing views;

d. education; and

e. recognition.

STRATEGIC ANALYSIS

An analysis of Brandon Salutes characteristics was carried out as well as external issues that might impact on this strategic plan.

Strengths of Brandon Salutes:

a. our people including enthusiasm, capability, contacts and experience;

b. ability to provide the activity to the community in some cases or enable others to do it in other situations;

c. ability to garner corporate support; and

d. excellent support from the "partners" as well as related agencies (e.g. Military Family Resource Centre, Deployment Support Group, Personnel Support programs).

STRATEGIC ANALYSIS CONTNUED

Weaknesses of Brandon Salutes:

a. no non-partisan community members. All members have some form of attachment to at least one of the partners;

b. no dedicated source of resources. Must be provided by the partners, grants, and donations by businesses or individuals. There have been specific fundraising activities in the past, e.g. the Banner Sale. There was considerable debate about whether this was a weakness since fundraising/support initiatives recently have focussed on specific activities; and

c. a small pool of members to plan, organize and conduct activities, especially those of a large scale.

Opportunities in the Community:

a. there is a relatively large pool of resources that have not been accessed;

b. there is tremendous support for the military community, in particular CFB Shilo; and

c. given the stature of the partners, there are opportunities for further partnering with other entities.

Threats in the Community:

a. our activities depend on a relatively strong economy;

b. potential for saturation in the community of military issues, events, and sponsorship requests; and

c. potential change in perception of the military when Afghan mission ends in 2011.

GOALS AND OBJECTIVES

The analysis resulted in the definition of three overall goals and a number of objectives to be used to achieve those goals. The Brandon Salutes Committee's goals are as follows:

Goal #1

Strengthen the community connection between Westman and Military Personnel including CFB Shilo, 26th Field Regiment RCA, Cadet Instructor Cadre and HMCS Brandon by:

- producing an effective communications plan to inform all participants;
- increasing participation in activities/programmes by:
  - i. communication
  - ii. increased volunteerism, and
  - iii. establish broad-based activities that encourage and enable people to get involved;
- highlighting how members of the military community participate in activities originated by others, and
- encouraging more engagement by the area business community.

Goal #2

Raise awareness amongst and engage different people from the community groups by:

- effective communication, and
- different avenues created for participation either as the lead agency (doer) or facilitator (enabler) – see page 7

Goal #3

Recognize the efforts of those who further the vision and mission of Brandon Salutes by the use of recognition programmes such as;

- Salutes presentations;
- Chamber of Commerce e-letter;
- ads in print or electronic media;
- use of our web-site; and
- congratulatory letters from Brandon Salutes.

ACTION PLAN

The following activities will assist the organization in meeting its strategic goals for the next three years. The list is not exhaustive and will require updating throughout the period as conditions change in the community.

a. continue existing programmes such as deployment departures, welcome home and family support activities;

b. encourage businesses to participate in the business incentive programme. A goal of five additional participants per year;

c. conduct at least three information sessions per year at the Shoppers Mall, Chamber of Commerce luncheon or other suitable venue to provide information, generate a volunteer database and increase participation by others through providing ideas for activities they may wish to undertake in support of the Committee's goals;

d. assist others in conducting activities such as the "Heroes Gala Dinner". This should be done on a case-by-case basis;

e. review the selection and application criteria of the Salute to ensure that suitable recipients are nominated and selected; and

f. develop a media/promotional plan for Brandon Salutes.

POTENTIAL PROJECTS FOR ENABLER GROUPS

The following is a list of potential projects that could be undertaken by civilian community groups, under the direction and encouragement of Brandon Salutes, which would further the goals and objectives of the committee and also engage them in being directly involved in connecting our communities:

a. Red Shirt Friday promotions;

b. Military Film Festival;

c. Military Appreciation Day;

d. Wheat Kings Military Night;

e. Adopt A Deployed Soldier - letter program; and

f. Recognition of Military volunteers in the community.

The Brandon Salutes Committee takes its direction from the Military Relations Steering Committee, both of which are made up of representatives from the:

City f Brandon;
Rural Municipality of Cornwallis;
Brandon Chamber of Commerce; and
Canadian Forces Base Shilo

Sanctioned by Motion of the Brandon Salutes Committee – 2010 01 20

Approved by Motion of the Military Relations Steering Committee – 2010 10 27

Good Neighbours | Proud Partners

Brandon Salutes

2009 Annual Report

Brandon Salutes, a community volunteer organization, formulated in 2004 by the four (4) founding partners, CFB Shilo, City of Brandon, Rural Municipality of Cornwallis and the Brandon Chamber of Commerce; for the purpose of encouraging awareness of the different lifestyles that exist in the civilian and military communities, and through understanding of each other's viewpoints, building stronger relations between all.

Brandon Salute's mission statement is; "Brandon Salutes fosters unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership". Brandon Salutes continues to expand on previously developed initiatives as listed below.

COMMITTEE MEMBERSHIP

- George Haggerty completed his term as Chair of the Committee in June and Brandon resident Steve Morrison took over for a three (3) year term. A congratulatory BBQ was held on June 24 to recognize George's contributions to the committee over the past three (3) years.
- George Haggerty remained on the committee as a member at large.
- Three (3) members resigned from the committee in 2009, namely City representative Bruce Troche, RM of Cornwallis representatives Mike Crawford & Val Thoman.
- Heather Dalgleish, Councillor for the RM of Cornwallis joined the committee in August.
- The Brandon Chamber of Commerce is expected to name an additional member.

MAJOR PROJECTS

The following projects were either completed or started in 2009:

- Family Appreciation Pancake Brunch – scheduled to be held January 23, 2010
- Heroes Gala Dinner – scheduled for May 22, 2010 in conjunction with the Memorial Cup
- Heroes Gala Dinner "Media Launch" - scheduled for February 11, 2010.
- Chamber of Commerce Luncheon – Awareness Campaign – scheduled for May 13, 2010

MILITARY EVENTS

- 2009 07 31 - CFB Shilo Change of Command Parade – Committee members Steve Morrison, Lori Truscott, George Haggerty & Chuck Larocque attended.
- 2009 09 12 - The committee prepared and staffed a "send off tribute" display at the Task Force 3-09 Afghanistan deployment event held at CFB Shilo.
- 2009 11 04 - RCA Museum Re-Opening of WWII Exhibit & Unveiling of Medals of Brigadier H. S. Griffin – Steve Morrison, Chuck Larocque & Lori Truscott attended.
- 2009 11 05 - 26th Field Regiment RCA/XII Manitoba Dragoons Museum – Cairn Commemoration – Steve Morrison & George Haggerty attended.
- 2009 12 04 – 26th Field Regiment RCA, St. Barbara Celebration – Steve Morrison, Major Neil Gregory & Lori Truscott attended on behalf of the committee.

COMMUNITY EVENTS

- 2009 06 18 – Military Family Resource Centre (MFRC) Annual General Meeting – Steve Morrison attended.
- 2009 07 01 - Canada Day – Public Relations & assist MFRC selling Support Our Troops Merchandise at CFB Shilo Military Display.
- 2009 12 10 – Human Rights Day Brandon – George Haggerty & Steve Morrison attended on behalf of Brandon Salutes. Major Fortoloczky from CFB Shilo made a presentation on his experiences overseas protecting Human Rights.

MEDIA/COMMITTEE RELATIONS

- Stag Deployment Ads – an advertisement was placed in the Shilo Stag in September 2009 in support of troops being deployed to Afghanistan.
- Letter to Editor re congratulating the Royal Canadian Legion involvement at the "send off" deployment of soldiers to Afghanistan
- Congratulatory letter to Brandon University & Assiniboine Community College re their participation in the national Project Hero scholarship program initiated by Retired General R. Hillier.
- Congratulatory letter to Brandon Applebee's general manager re their Nov. 11, 2009 initiative to provide a free entree to soldiers/veterans in recognition of their efforts & sacrifices for Canada and its citizens.
- An article regarding Brandon Salutes was published in the Chamber of Commerce December 2009 newsletter intended as a re-introduction of the committee's work to the Brandon business community.

BRANDON SALUTES STRATEGIC PLAN

- 2009 10 16 – work began on updating our Mission Statement, creating a "Vision" statement for the committee and creating a three (3) year strategic business plan which is scheduled to be completed and presented to the Military Relations Steering Committee on January 27, 2010 for their review and ratification.

BUSINESS INCENTIVE PROGRAM

- A list of local businesses that provide special offers and discounts to military personnel and their families continues to be updated, promoted and documented on our web site.
- Some work has been done to solicit new business involvement & a concerted promotional effort will be initiated in 2010.
- An advertisement was placed in the Shilo Stag in July promoting the incentive program to new soldiers and families recently assigned to CFB Shilo.

BRANDON SALUTES WEB SITE

- Brandon Salutes continues to provide up to date information to the community through its website at www.brandonsalutes.ca.
- Work will be undertaken in 2010 to update the web site content.
- Web based photo library - Photos capturing military / community events continue to be added to the website.
- Salutes events are also promoted on the City of Brandon, Chamber of Commerce and E-Brandon web sites.

COMMITTEE MEETINGS

- The committee conducted nine (9) regular and two (2) special Strategic Planning meetings in 2009.
- The Chair conducted the following stakeholder meetings:
  - Mayor D. Burgess
  - Reeve Atkinson –RM of Cornwallis
  - L Col Généreux – CFB Shilo Base Commander
  - L Col J. Schneiderbanger
  - L Col Schreiber - – 2PPCLI
  - Chamber President Chris Griffin
  - L Col R. Thompson, CWO M. MacRae & Lt H. Drader - 26th Field Regiment RCA
  - Mr. M. George – RCA Museum
  - Military Family Resource Centre – W. van Lankvelt & Staff
  - Deployment Support Group – Capt Goodfellow
  - Shilo Stag – Editor & Staff

RECOGNITION PROGRAM – "SALUTES"

- To recognize the special contributions that military and civilian members make with regards to military members, Brandon Salutes developed a formal recognition program to honour these contributions. To date six "official salutes" have been offered, with the most recent taking place in 2008. All salutes can be viewed online at www.brandonsalutes.ca.

PROMOTIONAL MATERIALS

- Brochure:
  - Brandon Salutes brochures continue to be used to increase awareness of Brandon Salutes and its goals.
- Banner:
  - A Brandon Salutes banner was developed to facilitate promotion of Brandon Salutes and the presence of the military community. This banner continues to be used at various community events.

LOOKING FORWARD

- The Committee will strive to:
  - maintain existing programs
  - implement the goals and objectives outlined in the new strategic business plan
  - involve the military, civilian and business community in our programs
  - promote our existence and purpose, and
  - continue to be actively involved in the community

Respectfully submitted by the Brandon Salutes committee, comprised of:

Chair – Steve Morrison
Chuck Larocque – CFB Shilo
Major Neil Gregory – CFB Shilo
Lori Truscott – CFB Shilo
Nathan Peto – Brandon Chamber of Commerce
Heather Dalgleish – Rural Municipality of Cornwallis
Kathy Vandale – City of Brandon
George Haggerty – Member at Large