



CITY OF MENIFEE

SUBJECT: Veterans and Military Families Advisory Committee's Review of the Military Banner Program

MEETING DATE: April 16, 2025

TO: Mayor and City Council

PREPARED BY: Mandy Stephens, Management Analyst

REVIEWED BY: Rebekah Kramer, Deputy City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Receive and file the Veterans and Military Families Advisory Committee Military Banner Program Recommendation.

DISCUSSION

At the February 5, 2025, Special City Council Meeting, the Council directed City staff to present the Military Banner Program ("Program") to the newly established Veterans and Military Families Advisory Committee (VMFAC) for review and discussion, including consideration of an application fee waiver.

On March 17, 2025, during a regular Veterans and Military Families Advisory Committee meeting, the members discussed and evaluated the program's structure and recent policy updates. They reviewed comparisons to similar programs in neighboring cities, including Murrieta, Temecula, and Lake Elsinore. The discussion focused on the number of banners installed, their locations, the individuals the banners honor, the duration for which they are displayed, and the costs incurred by the City and applicants.

Table 1 on the following page was presented to the Committee for a side-by-side comparison of Menifee's Program with those of the surrounding cities.

TABLE 1

Program Criteria	Menifee	Murrieta	Temecula	Lake Elsinore
Number of banners	300 banners	30 banners	33 banners	50 banners
Service type	Active Duty/Veteran	Active Duty/Veteran	Active Duty	Active Duty
Display time	2 years	1 year	6 months to 1 year	2 years
Fee	\$135.00	\$25 donation	No fee	\$150.00

After evaluating all the relevant factors, the committee members present unanimously voted to recommend continuing to administer the Program under the policy provisions adopted by the City Council on November 15, 2023, with no modifications. The current policy is included in the attached staff report presented to the Committee.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

ATTACHMENTS

1. March 17, 2025 VMFAC Military Banner Program Staff Report and Current Policy