

Proposal to the Munster Town Council

Subject: Approval of Street Banners Honoring Hometown Heroes

Date: August 28, 2025

Submitted By: Karen Mashura, Executive Director, Munster Chamber of Commerce

Dear Members of the Munster Town Council,

On behalf of the Munster Chamber of Commerce, I am writing to seek approval for an initiative that is designed to recognize and honor the brave men and women of our community who have served or are currently serving in the United States Armed Forces and First Responders. In partnership with local families, organizations, and businesses we submit this proposal for the creation of a *Hometown Heroes Street Banner Program*. We propose the placement of commemorative street banners along Ridge Road and Calumet Avenues.

Proposal Overview

1. Purpose of the Banners

- Publicly recognize and honor the sacrifices of local heroes.
- Strengthen civic pride by visually showcasing banners along key corridors of our town.
- Provide families, friends, and residents with an opportunity to celebrate their loved ones' service.

2. Banner Design

- Each banner will prominently feature the honoree's name, photograph, branch of service or role, and years of service, along with the Munster Chamber of Commerce and Town logos.
- The design will be tasteful, consistent, and align with Munster's community aesthetics.

3. Display Details

- **Duration:** April 2026 through October 2026.
- **Placement:** Street banners will be displayed along Ridge Road and Calumet Avenue, as approved by the Town Council.

4. Funding and Costs

- All costs for the production of the banners will be fully covered by the Munster Chamber of Commerce and the participating families, friends and residents.
- No financial burden will fall upon the town for the production of the banners.

5. Installation and Removal

- We will coordinate with the Town of Munster for the installation and removal of the banners.
- All work will comply with town regulations to ensure safety and efficiency.

- Town of Munster logo will be featured on each banner in exchange for installation and removal of banners

6. Community Impact

- Honors local service members and first responders in a meaningful, visible way.
- Engages local families, schools, and veterans' groups, and businesses in a positive civic initiative.
- Adds a beautification element to our major roadways, reinforcing community spirit and pride.
- Donations to the following organizations (with a minimum of \$1000) will be given from the banner profits. VFW- Munster, American Legion-Munster, Munster FOP and Firefighters Association of Munster

Request for Approval

We respectfully request the Munster Town Council's approval for the following:

1. The installation of the proposed banners along Ridge Road and Calumet Avenue from April 2026 to October 2026.
2. Use of municipal light poles or approved structures for banner placement.
3. Any additional permissions required to facilitate this initiative.

Next Steps

Upon approval, we will provide a finalized design and a detailed implementation plan, including timelines, exact locations, and vendor information.

The Munster Chamber of Commerce *Hometown Heroes Street Banner Program* will be a unifying initiative that celebrates our community's service members, enhances our town's visual landscape, and reinforces Munster's strong tradition of civic pride. We ask for your support in bringing this meaningful program to life.

Sincerely,

Karen Mashura, Executive Director
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