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2 **Resolution Relating to**
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RESOLUTION
Sponsor(s): ~~Councilors Blais,~~
~~Decelles, Adrian, Berezniak~~

Introduced: 08/08/11

Referred to: _____

Action: _____

Date: _____

Signed by Mayor: _____

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7 FRENCH LANGUAGE AND CULTURAL INITIATIVES
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12 **CITY OF BURLINGTON**

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14 In the year Two Thousand Eleven.....

15 Resolved by the City Council of the City of Burlington, as follows:

16
17 That WHEREAS, French-speaking traders, farmers and workers have lived in the Burlington
18 region from the earliest times of European settlement through the present, and, with their
19 descendants, have comprised an important component of our population, whose cultural and
20 linguistic heritage continues to be worthy of preservation and celebration; and

21 WHEREAS, Burlington and its surrounding region is the largest United States population
22 center close to Montreal, the second-largest French-speaking city in the world; and

23 WHEREAS, the Montreal area is home to approximately 3.5 million people, 70% of
24 whom learn French from birth; and

25 WHEREAS, Burlington is a tourism and commercial center that derives substantial
26 revenue from visitors to our city who come here to shop and to enjoy our natural and
27 built amenities; and

28 WHEREAS, the Burlington International Airport serves a diverse clientele, twenty to
29 forty percent of whom live in Quebec; and

30 WHEREAS, people who grow up speaking a given language and using it at home and in
31 their daily lives feel more comfortable where their native language is acknowledged and
32 honored in public than where it is absent from sight and from thought; and

33 WHEREAS, recent efforts by the Church Street Marketplace and the Lake Champlain
34 Regional Chamber of Commerce to promote francophone (French-language) friendliness

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38 through “Bienvenue Québécois” (Quebecers Welcome) placards, and free French-language
39 classes for their members and employers, and the seasonal Church Street “French Welcome
40 Tent,” which efforts have been enthusiastically acknowledged by visitors from Quebec and by
41 media outlets in Montreal; and

42 WHEREAS, the Church Street Marketplace District has surveyed French-speaking
43 visitors and has compiled many suggestions for enhancing their experience of Burlington
44 and its environs;

45 NOW, THEREFORE, BE IT RESOLVED that, for the benefit and enrichment of the
46 regional culture, economy, and opportunity on both sides of the international border, it is the
47 policy of the City of Burlington that accommodation of francophone natives and visitors to our
48 region is in the public interest, and should be enhanced wherever practicable; and

49 BE IT FURTHER RESOLVED, that public signage and visitor information within the
50 City of Burlington should be made English/French bilingual in significant measure, and
51 that private businesses, especially retail and hospitality-related businesses, should be and
52 hereby are encouraged to make their signage, maps, menus and other materials bilingual,
53 and that regional highway signage should become bilingual in significant measure as
54 well, and

55 BE IT FURTHER RESOLVED that Burlington retail and hospitality businesses should
56 be and hereby are encouraged to affirmatively hire employees with French language
57 skills, and to encourage and support existing employees to acquire and enhance such
58 skills; and

59 BE IT FURTHER RESOLVED that the Burlington Public Schools and other area public
60 and private school systems should be and hereby are encouraged to ensure that all area
61 youth acquire basic familiarity with the French language, and with the history and culture

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65 of francophone societies around the world, especially as related to our region, and

66 BE IT FURTHER RESOLVED that regional school systems and institutions of higher
67 learning should be and are hereby encouraged to expand and enhance their opportunities
68 for adults to learn French and to appreciate our regional francophone culture and history,
69 and

70 BE IT FURTHER RESOLVED that the adoption of this resolution, and of the various
71 public and private actions taken in the future in pursuit of its ends, should be
72 communicated to the public, the media, and the governments of our region and of all
73 francophone regions of the world.

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75 lb/kas/c: Resolutions 2011/French Language and Cultural Initiative
76 7/18/11

