

Section: Administration	Policy Number: 1.11
Policy: Community Electronic Sign Use Policy	Effective Date: 10/16/2018
Date Last Revised:	Current Revision Date:



POLICY STATEMENT:

The Town of Minto provides the Community Electronic Sign for communication of specific information to the community of Minto within the framework of the Town's mission, values and public service. All messages should clearly support and advance this statement.

COMMUNITY ELECTRONIC SIGN LOCATION:

Lions Heritage Park – Main St. Palmerston

PURPOSE:

To establish guidelines/rules regarding requests for information placed on the Community Electronic Sign. Prospective users are encouraged to use a variety of communication media for announcements rather than relying solely on the Community Electronic Sign.

The priorities for information on the Community Electronic Sign are as follows:

1. Town Emergency Notifications

- In the event of an emergency the Town has the right to suspend all messages and use the Community Electronic Sign for emergency purposes only.

2. Founding Sponsors

- Public service announcements, information regarding meetings, and events coordinated by any of the founding sponsors: The Town of Minto, Palmerston Lions Club and Palmerston Legion.

3. Founding Donors

- Public service announcements, information regarding meetings, and events coordinated by any of the founding donors: Blessings to You and Palmerston Snow Kings.

4. Operations Donors

- Public service announcements, information regarding meetings, and events coordinated by any of the operations donors: Wellington County Library and TG Minto.

5. Palmerston (Minto) Community Organizations

- Messaging about their organization's AGM meetings and community wide special events.

6. Palmerston (Minto) Sports Organizations

- Messaging about yearly registrations, AGM meetings, major tournaments, and championships and fundraising events.

7. Palmerston (Minto) Businesses

- Messaging about employment opportunities, grand openings and special events sponsored by the business for the benefit of the greater community.

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FEES FOR COMMUNITY ELECTRONIC SIGN MESSAGES:

- Not-For Profit Groups: \$25.00 + HST/per message/per week
- For-Profit Businesses: \$30.00 + HST/per message/per week
- Founding Sponsors receive 1 free message per week for five (5) years beginning November 1, 2018 – October 31, 2023
- Founding Donors receive 1 free message per week for (3) years beginning November 1, 2018 – October 31, 2021
- Operations Donors: Same as Not-For-Profit Groups and For-Profit Businesses

APPLICATION SUBMISSION PROCEDURE:

1. Please read the policy before requesting information be placed on the electronic sign. If you accept the conditions of this policy then submit the application.

2. Send in a Community Electronic Sign Request Form (Schedule A) by email to belinda@town.minto.on.ca (at least 14 days prior to your event being posted on the Community Electronic Sign. Note: no submissions will be accepted by phone or fax.

3. Application shall contain the following information:

- Organization Name
- Contact Person Name
- Contact Telephone #
- Email Address
- Date(s) of Event
- Type of Event
- Time of Event
- Location of Event
- Request dates for message to appear
- Content of Message
 - Graphics or logos must be supplied at time of submission and must be in a JPEG format. Non-suitable graphic formats will not be accepted.
 - The information requested to be placed on the Community Electronic Sign must be kept to the barest minimum for maximum readability and delivery of the message to the motoring and pedestrian public.
 - Messages appear best with four lines per screen. Information is required to be placed on one screen.
 - It is suggested that time and thought be given to preparing a message that effectively delivers the required information in as few characters as possible.

Please note:

- The Town of Minto has sole discretion to accept or reject the organization making the request and/or content of the message, as well as the ability to alter the text accordingly to fit the Community Electronic Sign design.
- In the event there are too many requests for a given time period the requests will be posted on a first come first serve basis.

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- The Town offers no guarantee with respect to the appearance of any message on the Community Electronic Sign. Appearance of the messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
- A draft design of the message will be provided to the Contact Person and this must be signed off by the Contact Person prior to it being placed on the Community Electronic Sign seven (7) days prior to the message going on the sign.
- Postings will take place once per week, where practical.
- Should the sign be down for a period of time (due to weather, technology issues, or emergency purposes, etc.) the Town of Minto will reimburse pro-rated time.
- The Town of Minto reserves the right to make changes to this policy and the fee schedule. Such amendments shall take effect immediately upon ratification.

INFORMATION ON SIGNS:

- Users are cautioned that the Town offers no guarantee with respect to the appearance of any message on the sign.
- Each message will appear for not more than seven (7) consecutive days. If available a message may be allowed an additional seven (7) days.
- Only one message per event should be submitted.
- The following messages shall not be permitted to be advertised:
 - False, misleading, or deceptive messages;
 - Promotion of alcoholic beverages, tobacco or cannabis;
 - Promotion of political, factional or religious viewpoints;
 - Messages expressing discriminating viewpoints pursuant to the Ontario Human Rights Code;
 - Personal requests such as birthdays, engagements, weddings, anniversaries etc.;
 - Events and functions open only to members of an organization;
 - Profane language or content, personal attacks, sexual content;
 - Information that may compromise the safety and security of the public; and
 - Any other content that is considered inappropriate in the opinion of the Municipality

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COMMUNITY ELECTRONIC SIGN REQUEST FORM

Please read the policy before requesting information is placed on the community electronic sign. If you accept the conditions of this policy then send an email to belinda@town.minto.on.ca (at least 14 days prior to your event being posted on the Community Electronic Sign – no submissions will be accepted by phone or fax). With the following:

Organization Name:_____

Contact Person's Name:_____

Contact Telephone #:_____ **Email Address:**_____

Date(s) of Event:_____ **Type of Event:**_____

Time of Event:_____ **Location of Event:**_____

Message Content (Not to exceed 4 lines, 10-11 characters per line)

Requested Dates for Information to Appear:_____

Please Note: Graphics or Logos must be supplied at time of submission and must be in a JPEG format. Non-suitable graphic formats will not be accepted.

The Town of Minto has sole discretion to accept or reject the organization making the request and/or content of the message, as well as the ability to alter the text accordingly to fit the Community Electronic Sign design.

In the event there are too many requests for a given time period the requests will be posted on a first come first serve basis.

The Town offers no guarantee with respect to the appearance of any message on the Community Electronic Sign. Appearance of the messages is subject to constraints of priorities, as well as electronic and mechanical limitations.

A draft design of the message will be provided to the Contact Person and this must be signed off by the Contact Person prior to it being placed on the Community Electronic Sign seven (7) days prior to the message going on the sign.

I have read and agree to the terms and conditions of the Community Electronic Sign Policy and Procedures.

Signature:_____

Date:_____