

**THE CORPORATION OF THE TOWNSHIP OF  
OTONABEE-SOUTH MONAGHAN**

**BY-LAW NUMBER 2014-57**

Being a By-law to adopt a Policy to Govern Use of the Electronic  
Information Sign for the Corporation of the Township of  
Otonabee-South Monaghan

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*Whereas* under Section 8, (1)(3) of the *Municipal Act, 2001, S.O. 2001, c.25* as amended a municipality may regulate or prohibit a matter;

*And Whereas* the Municipality has ownership of an Electronic (L.E.D.) sign located at the corner of County Road 2 and Serpent Mounds Road, Keene;

And Whereas the Municipality permits the public to use the Electronic Sign to provide information to the Community;

And Further the Municipality deems it necessary to set out a process for displaying and regulating the information on the sign;

*Now Therefore* the Council of the Corporation of the Township of Otonabee-South Monaghan enacts as follows:

1. That the Policy to Govern the Use of the Electronic Information Sign be adopted and attached as Schedule "A".
2. That any of the prescribed provisions of this by-law may be modified by resolution of Council where it is established that strict compliance with the terms hereof would be unnecessary, inapplicable, or inappropriate in the circumstances.
3. That the provisions of any policies contrary to this by-law be hereby repealed.

Read a First time this 22<sup>nd</sup> day of September, 2014

Read a Second time this 22<sup>nd</sup> day of September, 2014

Read a Third time and finally passed this 22<sup>nd</sup> day September A.D. 2014.

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Head of Council – David P. Nelson

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Clerk – Heather Scott

## **Policy to Govern the Use of the Electronic Information (LED) Sign**

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This Policy shall govern the use of the Township of Otonabee-South Monaghan Electronic L.E.D. sign located at the corner of County Road 2 and Serpent Mounds Road.

The Township of Otonabee-South Monaghan provides the electronic Light Emitting Diode (LED) sign for communication of Special Events information to Otonabee-South Monaghan residents and visitors. The Township of Otonabee-South Monaghan views the LED sign as a valued public service promoting community events taking place within the geographic boundaries of the Township of Otonabee-South Monaghan.

The purpose of this sign is to provide government and community information to residents, ratepayers and visitors to the Township of Otonabee-South Monaghan by displaying events, functions and celebrations that serve to inform and enrich the Township of Otonabee-South Monaghan.

The purpose of this policy is:

- To identify appropriate and inappropriate use of the LED sign
- To establish a process for displaying special community event messages
- To establish message content displayed on the LED sign
- To prioritize messages displayed
- To establish the length of time messages are displayed

### **How Community Events get Displayed on the LED Sign**

Requests for message displays shall be submitted to the Municipal Office for the approval of the Chief Administrative Officer. Message requests not meeting the parameters of this policy shall require approval of Council.

Due to the medium, messages are limited to a maximum of four lines, 15 characters per line, including spaces. The number of messages displayed on the sign at any given time is limited to up to a maximum of three, including the standard time, temperature and welcome to Otonabee-South Monaghan greeting.

**Note: Paid Advertising shall not be accepted.**

### **Appropriate Usage**

1. Government Messages (Municipal, County, Provincial, Federal) (i.e. Fire Bans, Proclamations, Tax Notices, Waste Management Notices, Council and Committee Meeting Schedules)
2. Messages announcing or promoting special community events taking place within the geographic boundaries of the Township of Otonabee-South Monaghan. (i.e. Parks and Recreation, Otonabee-South Monaghan Lions Club, Youth Events, etc.)
3. Consideration will also be made, as outlined in the Priority of Messages Displayed Section, to promote annual two-day or more special community events that take place within the geographic boundaries of the Township of Otonabee-South Monaghan.
4. Policing Messages (i.e. O.P.P.)

5. Fundraising Events within the Community provided that net proceeds are for charitable purposes with the exception of Lottery Events.

### **Inappropriate Usage**

1. Promotions of events not open to the general public.
2. Use by businesses or commercial advertisers to promote commercial goods or service.
3. Promotion of political, factional, or religious events or activities with the exception of Church hosted or sponsored community activities including but not limited to bazaars, concerts, classes, teas or similar events.
4. Promotion of permanent business or outlets operated by not-for-profit groups or organizations in the Township (ie: gift shops)
5. Promotion of registration, membership or recruitment drives for not-for-profit groups, associations or organizations.
6. Promotion of public institution, organization or group events or activities to raise funds for in house programs, services, trips or equipment.
7. Promotion of any special community event where net proceeds are for personal profit.
8. Birthday, anniversary or congratulatory messages for individuals or organizations.
9. Promotion of events not suitable for families
10. Personal contact information such as names and phone numbers
11. Messages that state or imply Township of Otonabee-South Monaghan endorsement for any non-township events.

### **Priority of Messages Displayed**

The Township of Otonabee-South Monaghan will promote as many Special Community Events on the LED sign as space permits.

The priority of messages displayed on the LED sign will be determined in this order:

1. **First priority** will be given to Township of Otonabee-South Monaghan sponsored special event or program information directed to visitors and residents and Government Messages; Policing Messages.
2. **Second priority** will be given to Community Events, Functions, and Celebrations.
3. **Third priority** will be given to Fundraising events within the Community

### **Message Display Period**

1. The Township reserves the right to determine message priority, display time, display order and wording (ie. word order, appropriate short forms).
2. The Township reserves the right to remove messages for events held on a regular basis (ie weekly/monthly events) if the message board becomes overcrowded.

**Information Accuracy**

The Township is not responsible for verifying the accuracy of information except for township information.

The Township of Otonabee-South Monaghan

Request for LED Sign Usage

<b>Name:</b>	
<b>Organization:</b>	
<b>Telephone No.:</b>	
<b>E-Mail Address:</b>	
<b>Message:</b>	
<b>Date(s):</b>	
<b>Time(s):</b>	
<b>Place:</b>	
<b>Signature:</b>	

<b>FOR OFFICE USE</b>	
Approved by:	
Request Taken by:	
Date Entered:	
Date Deleted:	