

**Town of Springdale
Policy Manuel**

Department: Administration	Title: Use of Electronic Sign
Policy Number: A015	Approval Date: March 18, 2013
Effective Date: March 18, 2013	Revision Date:
Motion #13-46	

The installation of the electronic sign has met with tremendous success. It provides a timely and visible means for the TOS to provide up to date information to the general public on matters associated with the Town.

The Town has received a number of requests from the general public to utilize this sign. While the intent of these requests is legitimate, it is not practical to allow every request to be placed for public view. To that end, the following general guidelines shall apply:

- The primary use shall be for Town sponsored public service announcements. These would include, but not limited to, announcements on water shutoffs, road closures, office hours etc.
- Announcements by the RCMP and emergency responders that are of interest to the general public.
- Announcements welcoming participants of major events to the Town. These could include major sports tournaments and conferences.
- Welcoming a new business to the town.
- Best wishes to sports teams participating in provincial and/or national tournaments.
- Congratulations to sports teams who have received provincial and/or national recognition.
- Announcements about individual accomplishments and milestones pose the greatest challenge. While we recognize that such events are important, the number of requests for display could be significant. For that reason, we must use discretion. If an individual receives provincial and/or national recognition or reaches a major milestone in their life (eg 100th birthday), we can place an announcement on the sign, by request only.