

TOWN OF VULCAN

Policy Manual

<u>POLICY NUMBER</u>			<u>TITLE OF POLICY</u>
C-05			Community LED Sign Usage
Approval	D/M/Y	Resolution #	
Approved	28/11/16	331.16	
Approved	26/09/2022	252.22	

STATEMENT:

The Town of Vulcan requires a policy to formalize a process to provide guidelines for the usage and information allowed to be posted on the LED community information sign located in the Vulcan Solar Park. The sign will be maintained and operated by the Town of Vulcan Community Services Department.

Policy

The purpose of this sign is to inform the public of upcoming events, meetings, and general information beneficial to the community at large. The messages displayed will be those endorsed by the Town of Vulcan Community Services Department.

1. Guidelines:

- 1.1** There will be no price advertising, or use for commercial purposes.
- 1.2** There will be no editorial messages or opinions allowed.
- 1.3** There will be no personal messages such as birthdays, weddings, anniversaries, and messages that are not of interest to the general public.
- 1.4** Advertising or promoting candidates, political parties, or political issues will not be allowed.
- 1.5** The Town of Vulcan Community Services Department reserves the right to limit both the frequency and duration of messages.
- 1.6** The Town of Vulcan Community Services Department will not be held responsible for errors in content that has been submitted in writing by an outside organization.
- 1.7** The Town of Vulcan Community Services Department will review all requests. Approval or rejection will be at the discretion of the Community Services Department. If a request is rejected and challenged by the applicant, an appeal can be forwarded to the Town Chief Administrative Officer for consideration.

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2. Examples of Acceptable Content

- 2.1** Emergency notices and safety messages.
- 2.2** Public services (flooding, road closures, etc.).
- 2.3** Registration notices for community groups/organizations.
- 2.4** Special events (plays, concerts, special dinners and ceremonies, Town hall meetings, holiday festivities, parades, community fund raisers, charitable events).
- 2.5** Milestone events of interest to the general public (100th birthdays, 75th anniversaries)
- 2.6** Major events held outside the community will be considered on a case by case basis.

3. Message Request Procedure

- 3.1** Message requests may be made by email or by contacting the Town of Vulcan Community Services Office.

