

POLICY

OWNER DEPT: ADMINISTRATION	
EFFECTIVE DATE: JULY 9 TH 2019	REVISED DATE:
SUPERSEDES: D.D 010	MOTION NUMBER: # 241 -19

TITLE: COMMUNITY AND FACILITY ELECTRONIC SIGNS POLICY


POLICY STATEMENT:

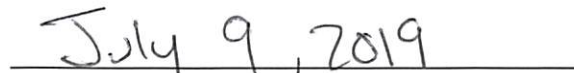
The Town of Slave Lake will provide advertising opportunities to the community with the use of two (2) community electronic signs, and five (5) facility electronic signs located in the Town of Slave Lake Government Centre, Multi-Rec Centre and the Northern Lakes Aquatic Centre. The purpose of the electronic signs, and facility electronic signs are to assist with communicating with residents and visitors about local events and important messages. All messages on the signs will follow relevant Town of Slave Lake bylaws including but not limited to the Land Use Bylaw.

POLICY OBJECTIVES:

The purpose of this policy is to ensure there is a procedure for:

1. Ensure clear understanding is provided to the community as to the acceptable uses and messaging placed on the signs;
2. minimize discrepancies related to messaging and use of the signs;
3. facilitate another effective communication tool for important community messaging;
4. provide a consistent, fair and transparent process;
5. allow for efficient use of Town resources.


Brian Vance, CAO


Date Approved

**TITLE: COMMUNITY AND FACILITY ELECTRONIC SIGNS POLICY
PROCEDURE**

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PROCEDURE

Definition

1. Act

“Act” shall mean the Municipal Government Act, RSA 2000, C. M-26, as amended.

2. CAO

“CAO” shall mean the Chief Administrative Officer of the Town of Slave Lake, or his authorized representative.

3. Council

“Council” shall mean the duly elected Town Council.

4. Communications Coordinator

“Communications Coordinator” shall mean the administration staff member who will monitor and update the Community Electronic Signs and the Facility Electronic Signs as needed.

5. Community Sign

“Community Sign” means any sign intended to advertise primarily community or service organization events or functions.

6. Digital Sign

“Digital Sign” means a network of customizable digital displays that can be controlled electronically using a computer allowing the content to be altered remotely. Examples of digital signs include indoor and outdoor LED signs and displays, moving message boards i.e. chasing borders, letters and symbols, variable message signs and electronic message centres. Digital Signs may contain Animated and Motion Graphics. A Digital sign can mean a component of a sign or the entire sign.

7. Facility

“Facility” shall mean one of the following locations:

- A) Multi-Rec Centre;
- B) Northern Lights Aquatic Centre ;
- C) Legacy Centre;
- D) Town of Slave Lake Government Office.

8. Facility Electronic Sign

“Facility Electronic Sign” means an electronic sign located within a Town Facility.

- A) Multi Rec Centre;
- B) Slave Lake Regional Library;
- C) Northern Lights Aquatic Centre;
- D) Town of Slave Lake Government Office.

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9. Message

“Message” means the advertisement that will be displayed on the Community Electronic Sign, and the Facility Electronic Sign.

10. Park

“Park” shall mean one of the following locations:

- A) Charity Park;
- B) Fournier Place Park;
- C) Hilda Eben Park;
- D) Kinnettes Park;
- E) Kinsmen Pine Park;
- F) Maple Crescent Park;
- G) Poplar Grove Park;
- H) Schurter Park;
- I) Sinclair Sports Field;
- J) South West Park;
- K) Spruce Park.

11. Point of Sale Advertising

“Point of Sale Advertising” means advertising that relates to the name of the occupier of the firm, the nature of the business conducted and/or the goods produced, and/or the main products and services sold or obtainable at the premises on which the advertising is displayed.

12. Public Service Sign

“Public Service Sign” means a sign intended to provide public safety education or awareness for a non-government, public health, policing, or crime prevention organization.

13. Sign

“Sign” means any word, letter, model, picture, symbol, device or representation used as, or which is in the nature of, wholly or in part, an advertisement, announcement or direction, and its supporting structure. This definition does not include Major Digital Sign and Minor Digital Sign.

14. Third Party Advertising Sign

“Third Party Advertising Sign” means a sign that contains copy directing attention to a business, commodity, service or entertainment that is conducted, sold or offered elsewhere than on the site where the sign is located.

15. User

“User” means an organizations or community group, business, political group, or governmental organization.

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Responsibilities

1. Town Council:

Approves the Community Electronic Signs and Facility Electronic Signs Policy and any amendments thereto.

2. Chief Administrative Officer (CAO):

Ensures the Community Electronic Signs and the Facility Electronic Signs Policy is implemented and followed.

3. Communications Coordinator:

Creates and implements signs as per the request of the user. Ensures that the requested message is in accordance with the Community Electronic Sign and Facility Electronic Signs Policy.

Standards/Guidelines

All standards and guidelines shall be in accordance with the Town's prevailing Bylaws and related Provincial Legislation.

Procedures

Community Electronic Signs

1. The Town of Slave Lake Communications Coordinator will approve all messages placed on the signs, to ensure compliance with this policy, and the Town's Land Use Bylaw.
2. The Town reserves the right to modify, edit and/or remove messages if an emergency occurs.
3. The user will be responsible to provide their message to the Town of Slave Lake. The message will be created by the Communications Coordinator, or supplied by the user to the Town, and once approved by the user the message will be posted on the Community Electronic Signs the following Monday, or on a date agreed upon by the user and the Town.
4. Messages should be received a minimum of three (3) business days prior to the air date. Messages received without three (3) days' notice will not be guaranteed posting as requested.
5. Frequency of the users message will be at the discretion of the Town.
6. Community Electronic Signs can include:
 - A) Non Partisan Political views;
 - B) Third Party Advertising
7. Community Electronic Signs shall not include:
 - A) Partisan Political views;
 - B) Religious view;
 - C) Profanity;
 - D) Sexual content;
 - E) Slanderous messaging

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8. The Town of Slave Lake will not be responsible for any sign malfunctions beyond its control, including power interruptions, technical and or program malfunctions.

Facility Electronic Signs

1. The Town of Slave Lake Communications Coordinator will approve all messages placed on the signs, to ensure compliance with this policy, and the Town's Land Use Bylaw.
2. Priority will be given to messages displaying emergency information
3. The user will be responsible to provide their message to the Town of Slave Lake. The message will be created by the Communications Coordinator, or supplied by the user to the Town, and once approved by the user the message will be posted on the Facility Electronic Signs the following Monday.
4. Messages shall be received a minimum of three (3) business days prior to the following Monday. Messages received without three (3) days' notice will not be guaranteed posting as requested.
5. Frequency of the users message will at the discretion of the Town.
6. The Town reserves the right to modify, edit and/or remove messages if an emergency occurs.
7. Facility Electronic Signs can include:
 - A) Non Partisan Political views;
 - B) Third Party Advertising
8. Facility Electronic Signs shall not include:
 - A) Partisan Political views;
 - B) Religious view;
 - C) Profanity;
 - D) Sexual content;
 - E) Slanderous messaging.
9. The Town of Slave Lake will not be responsible for any sign malfunctions beyond its control, including power interruptions, technical and or program malfunctions.

Payments:

1. Users of the Community Electronic Signs and Facility Electronic Signs will be required to pay for their advertisement upon receipt of their invoice.
2. Late charges may apply as per Town of Slave Lake Collection Procedures Policy C.b 003.
3. Users with an outstanding invoice of 30 days will not be able to use the Community Electronic Signs and the Facility Electronic Signs until receipt of payment is made in full.

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4. Users who pay their invoice after the 30-day notice, will be required to pay for any new message, before ad is posted.

Advertising Rates

1. Fees for advertising on the Facility Electronic Signs and the Community Electronic Signs are outlined in Town of Slave Lake Bylaw #19-2019
2. The CAO, or the administrative designate, has the authority to waive any user fees for the Community Electronic Signs or the Facility Electronic Signs.