

Title: MUNICIPALLY OWNED DIGITAL SIGNS

Policy No: 7000

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Supersedes Policy No: (None)

Review Date:



MUNICIPAL DISTRICT OF GREENVIEW NO. 16

Purpose: to provide government and community information to residents, ratepayers and visitors to Greenview by displaying events, functions and messages that inform and enrich the community, while establishing rules for information that is provided on municipal digital signs.

DEFINITIONS

Advertisement or Message means the content that is displayed on a Greenview digital or electronic sign board.

Charity means an organization, public foundation, or private foundation that is legally registered with the Canada Revenue Agency or the Government of Alberta and carries a valid registration number for charitable means.

Non-profit means associations, clubs or societies that are not registered charities and operate exclusively for social welfare, civic improvement, pleasure, recreation or any other purpose except for profit.

Greenview Area means the M.D of Greenview, the three towns of Grande Cache, Valleyview and Fox Creek, as well as Sturgeon Lake First Nation.

POLICY

1. Greenview will not be responsible for any sign malfunction beyond its control.
2. The digital sign shall be booked on a first come, first served basis; however, in the event of an emergency, Greenview has the right to suspend all messages and use the sign for emergency purposes only.
3. Greenview, at its sole discretion, may accept or reject the content of a message, if, in its opinion, the content is deemed inappropriate. Greenview also reserves the right to remove messages if a significant number of complaints are received.
4. Greenview reserves the right to amend or modify the submitted message to conform to the specifications and limitations imposed by the sign size and software. Every endeavor will be made to retain the essence of the message.

5. Advertisements should promote events from within Greenview. Greenview reserves the right to deny messages from outside the Greenview Area.
6. From time-to-time, Greenview may establish a fee for Administration of advertisements and messages in accordance with the Schedule of Fees Bylaw.

PROCEDURE

1. The following priority system will be used in selecting messages to be posted on the digital signs:
 - a. Emergency messages;
 - b. Messages from the M.D of Greenview;
 - c. Safety related messages, such as fire prevention, education, or notices;
 - d. Messages from other government agencies that have a local impact or significance; and
 - e. Community events and messages hosted and/or sponsored by a non-profit or charity organization.
2. The following will not be permitted to post on digital signs:
 - a. Private sector messages, whether from an individual, group, organization or business;
 - b. Promotion of political, factional or religious view points;
 - c. False, misleading or deceptive messages;
 - d. Messages expressing discriminating viewpoints pursuant to the *Alberta Human Rights Act*; and/or
 - e. Events and/or functions that are only open to members of a specific organization.
3. Advertisements should be submitted to the Greenview Communications Officer or Economic Development Officer a minimum of three weeks prior to the posting date.