

THE RURAL MUNICIPALITY OF EAST ST. PAUL
POLICY, PROCEDURES, & DIRECTIVES MANUAL

<i>Reference</i>	General Administration	<i>Classification</i>	Policy
<i>Subject</i>	LED Sign Messages	<i>Pages</i>	1
<i>Authority</i>	Council	<i>Effective Date</i>	September 11, 2018
<i>Approved</i>	Res #2018/343	<i>Index</i>	GEN-108

PURPOSE

This policy document is to establish an appropriate booking system for the use of the Municipal “LED Signs”

GENERAL POLICY

The Led signs located at 260 Hoddinott Road and 3021 Birds Hill Road are a promotional and informational tool designed to inform residents and visitors about events/activities in the East St. Paul area. Messages posted must be of general interest and will be considered for the inclusion on the “LED Sign” using the following criteria:

1. Information directly benefitting residents and visitors will receive top priority. The information may announce recreation programs, support services, safety, health, holidays, festivals, athletic events, community events, and information featuring the attractions of East St. Paul.
2. Other appropriate events will be considered, at the discretion of the Chief Administrative Officer or designate on a space available basis.
3. The following types of notices will not be permitted:
 - a) Personal Notices (eg, Congratulations, Happy Birthday, etc)
 - b) Messages promoting specific businesses
 - c) Job Postings with the exception of Volunteers

PROCEDURE

1. Requests from Departments and East St. Paul residents must be made through the Manager of the Department and/or authorized personnel.
2. Requests from Non-Profit Community Organizations should be made, using the LED Sign Message Request form, to the Department Manager and/or authorized personnel at least one week prior to the dates requested.
3. Messages will be posted for approximately 7 days on a space-available basis. Longer time slots, to a maximum of 14 days, will be at the discretion of the Chief Administrative Officer or Department Manager. Plan your starting date and your submission accordingly with your event.
4. Messages not adhering to the above conditions will not be displayed.