

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> 2
<i>Authority</i> Council	<i>Effective Date</i> April 23, 2008
<i>Approved</i> Resolution # 163/2008	<i>Index</i> GEN-108

PURPOSE

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

GENERAL POLICY

The LED sign located at 3021 Bird’s Hill Road (PR 202) is 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 inclusion on the “LED Sign” using the following criteria:

1. Information directly benefiting residents and visitors will receive top priority. The information may announce support services; safety, health, holidays, festivals, athletic events and information featuring the attractions and events in 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 (Congratulations, etc.)
 - b) Messages promoting specific businesses.

PROCEDURE

1. Requests from Departments must be made through the Manager of the department via email to the Administration Office.
2. Requests from Non Profit Community Organizations should be made, using the “LED Sign Message Request” Form, to the Administration Office 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 will be at the discretion of the Administration Office. Plan your starting date and your submission accordingly with your event.
4. Messages deemed not to meet the guidelines above will not be displayed.



LED Sign - Message Request

Requesting Organization:	
Contact Person:	
Contact Telephone:	
Contact Email:	

- The LED Boards are limited in the number of displayable characters. It is extremely important that you provide the pertinent information.
- This LED Board can use graphics so if you wish your logo to be present, please email a digital file to the Administration Office.

Message Information

Using the space provided below, please print the information you wish to communicate on the sign. Requests should be made at least one week prior to the date you want the message to begin. The RM of East St. Paul reserves the right to change the message to work with the restrictions of the sign.

Event Name:	
Event Date:	
Event Time:	
Event Location:	
Additional Information:	

Please submit this "LED Sign Message Request" form in any of the following ways:

- Email to administration.department@eaststpaul.com
- Fax to 668-1987
- Mail to;
 - RM of East St. Paul
 - 3021 Bird's Hill Road, East St. Paul, MB R2E 1A7
- Deliver in person to the Administration Office, RM of East St. Paul