Electronic Signage

Policy No.: PS-Rec-5	**Council Resolution No.:** 422/2018
Department: Recreation	**Authority:** Council
Effective Date: September 24, 2018	**Revision Date:**
Review Date: September 24, 2021	**Repealed Date:**
Supersedes:	
Related Procedure No.: PS-Rec-5	
Related Procedure Name: Electronic Signage Procedure	

Purpose

The Municipality has installed an electronic sign which is intended to promote the municipality's commitment to increasing communication to our residents. This policy is intended to develop a process for usage of the sign.

Policy Statement

1) The Town of Taber is committed to:
    a. Informing the public of Emergency Information in a timely manner
    b. Promotion of community events that occur within the Town of Taber
    c. Promotion of public interest messages
    d. Promotion of Sponsorship advertisements

2) Application
    a. Management of the Electronic Sign will occur within the Recreation Department with involvement from the IT (Information Technology) Department and the Communications and Special Projects Manager.

3) Definitions
    a. Community Event – any event which occurs within the Town of Taber that is of general interest to all residents;
    b. Message – means the content that is displayed on the Electronic Sign;
    c. Personal Message – means an announcement of a personal nature, subject to Town approval;
    d. Municipality – means the Town of Taber
    e. Electronic Sign – means the Electronic Sign located on 50th Street and 48th Ave. outside of the Community Centre;
    f. Individual – means residents of the community
    g. Employees – means those employed by the Town of Taber

h. Not for Profit – and Non Profit – means a form of organizational structure which is operated on a cost recovery basis.
i. Sponsor – means an individual, business or organization that provides sponsorship to the Town.

4) Fees will be determined and approved annually by Council within the Fee Schedule Bylaw;
5) This policy will work in effect with the Town of Taber Land Use Bylaw that references Electronic Signage.
6) Administration shall develop a procedure for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

Additional References

Town of Taber Land Use Bylaw

MAYOR — DATE: OCT. 11, 2018

CHIEF ADMINISTRATIVE OFFICER — DATE: Oct. 4/2018