



Electronic Signage

Policy No.: PS-REC-5	Council Resolution No.: 422/2018, 9/2023
Department: Recreation	Authority: Council
Effective Date: September 24, 2018	Revision Date:
Review Date: November 2025	Repealed Date:
Supersedes: N/A	
Related Procedure No.: PS-REC-5	
Related Procedure Name: Electronic Signage	

1.0 PURPOSE

- 1.1 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.

2.0 POLICY STATEMENT

- 2.1 The Town of Taber is committed to:
- 2.1.1 Informing the public of emergency information in a timely manner;
 - 2.1.2 Promotion of community events that occur within the Town of Taber;
 - 2.1.3 Promotion of public interest messages; and,
 - 2.1.4 Promotion of Sponsorship advertisements.
- 2.2 Application:
- 2.2.1 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.
- 2.3 Definitions:
- 2.3.1 Community Event – any event which occurs within the Town of Taber that is of general interest to all residents.
 - 2.3.2 Message – means the content that is displayed on the Electronic Sign.
 - 2.3.3 Personal Message – means an announcement of a personal nature, subject to Town approval.



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- 2.3.4 Municipality – means the Town of Taber.
- 2.3.5 Electronic Sign – means the Electronic Sign located on 50th Street and 48th Ave. outside of the Community Centre.
- 2.3.6 Individual – means residents of the community.
- 2.3.7 Employees – means those employed by the Town of Taber.
- 2.3.8 Not for Profit – and Non Profit – means a form of organizational structure which is operated on a cost recovery basis.
- 2.3.9 Sponsor – means an individual, business or organization that provides sponsorship to the Town.
- 2.4 Fees will be determined and approved annually by Council within the Fee Bylaw.
- 2.5 This policy will work in effect with the Town of Taber Land Use Bylaw that references Electronic Signage.
- 2.6 Administration shall develop a procedure for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

3.0 ADDITIONAL REFERENCES


- 3.1 Town of Taber Land Use Bylaw



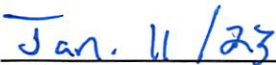
MAYOR



DATE



CHIEF ADMINISTRATIVE OFFICER



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