



MUNICIPALITY OF **West Elgin**

Staff Report

Report To: Council Meeting
From: Jana Nethercott, Clerk
Date: 2023-02-23
Subject: Electronic Sign Policy

Recommendation:

That West Elgin Council hereby receives the report from Jana Nethercott, Clerk re: Electronic Sign Policy; and

That West Elgin Council hereby considers the Electronic Sign Policy as presented in the By-law portion of the agenda

Purpose:

The purpose of this report is to provide Council with an Electronic Sign Policy to provide clarity and guidelines for the usage of the Electronic Signs in Rodney and West Lorne.

Background:

West Elgin purchased and install the Electronic Signs in December of 2021. These signs have proven a popular way to get information out to residents and we have a large number of requests to put information on these signs. In order to ensure transparency and consistency with requests for information on the signs, a policy should be adopted.

Staff reached out to area municipalities that have Electronic Signs to see what their policies and procedures were and from that developed the attached policy.

Every effort will be made to ensure that service clubs can submit information to be on the signs for all events, churches, schools and other organizations will only be permitted to post information about fund raising events. Individual events or causes will be judged on a case by case basis to ensure appropriateness.

The policy also clearly states that no group or organization have the right to receive funds for information placed, including logos on the electronic signs.

A simple request procedure was also developed, which mimics what is already being done and lays out the order of precedence for posts.

Respectfully submitted by,
Jana Nethercott, Clerk