

Adopted: July 12, 2015
Supersedes:
Policy Number: 103



TOWN OF WENDELL ELECTRONIC MESSAGE BOARD POLICY

Effective Date:

1. **Purpose:** In 2014, the Town of Wendell authorized the design and construction of an Electronic Message Board sign at 3040 Wendell Boulevard. The purpose of this policy is to provide guidance on the intended use of this (or future) Town-owned Electronic Message Board sign(s).
2. **General Use Policies:** The duration and design of all content displayed shall be at the discretion of the Town Manager or his/her designee. Section 3 (provided below) details the type of content which may be displayed on such signs.
3. **Content Regulations:**
 - A. **Permitted Content:**
 - i. Governmental meetings/workshops/information
 1. Examples: road closings, trash pickup, citizen board applications, weather, meetings, etc.
 - ii. Chamber events/announcements
 1. Examples: Harvest Festival, Business of the Month
 - iii. Community-wide (free) events/information/announcements
 1. Examples: International Food Festival, Easter Egg Hunt, Camps
 - iv. Other events deemed appropriate in the promotion of economic development and the community.
 - v. Fundraising events such as bake/food sales/golf tournaments for non-profits, located within the corporate limits, are permitted once a year, with a two week notice.
 - B. **Prohibited Content:**
 - i. Advertisements specific to a business
 - ii. Advertisements for individual non-profit services, such as vacation bible schools, preschools, etc.