

TOWNSHIP OF LAKE OF BAYS PROCEDURE MANUAL			
Chapter:	ADMINISTRATION	Index No.	AD-12.1
Section:	Municipal Property	Effective Date:	July 21, 2015
Subject:	LED Sign and Messaging	Revision Date:	
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1. PURPOSE

- 1.01 The purpose of the Light Emitting Diode (LED) sign is to provide government and community information to residents, ratepayers and visitors to the Township of Lake of Bays that serves to inform and enrich the Lake of Bays Community as a whole.

2. POLICY

- 2.01 This policy shall govern the use of LED signs situated on municipal property.

This policy will:

- o Require a community group to enter into an agreement with the Township to ensure the proper usage and set out the terms of the sign if it is located on municipal property.
- o Identify appropriate/inappropriate use of the LED Sign;
- o Establish a process for displaying events and messages;
- o Establish message content displayed on the LED Sign;
- o Prioritize messages to be displayed;
- o Establish the length of time messages are displayed; and

2.02 Agreement to Place an LED Sign on Municipal Property

Any third party wishing to place a LED Sign on municipal property for the purpose of displaying community events shall enter in to an agreement with the Township to address such things as cost, maintenance, insurance, etc. A sample agreement is attached to this Policy (Attachment B).

2.03 Procedure for Electronic Message Requests

- a. Requests for message display (Attachment A) must be submitted to the Municipal Office in writing at least one week prior to the start of a work week when new messages will be posted. Each request must specify the desired week to display the message. Messages will typically be changed each Monday morning.
- b. Message requests must be approved by the Chief Administrative Officer, or designate. Maximum of one message per group per week, unless otherwise authorized by the Chief Administrative Officer, or designate. Requests not meeting the parameters of this policy shall require approval of Council.
- c. The Township reserves the right to determine message priority, display time, display order and wording (ie. word order, appropriate short forms). However, organizations/groups are cautioned that the Township offers no guarantee that once their event/message is submitted, it will automatically be promoted on the LED Sign.
- d. Local community events and municipal business will take precedence. The Township reserves the right to remove a submitted message prior to its deadline or remove messages for events held on a regular basis (e.g. regular weekly/monthly events) if the message board becomes overcrowded.
- e. The Township is not responsible for verifying the accuracy of information (e.g. time/date) with the exception of municipal information.
- f. Subject to the terms of the agreement required in Section 2.02, the Township or a third party (e.g. community group) may agree to maintain, at its own cost and expense, all the necessary

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and appropriate insurance, electricity and general maintenance of the area surrounding the sign.

- g. It is acknowledged that as the Ministry of Transportation or the District of Muskoka is the regulatory body for signage adjacent to their roads, these regulatory bodies may have additional requirements that are more restrictive than the contents of this policy.
- h. Changes or amendments to this policy must be submitted in writing. Minor changes may be authorized by the Chief Administrative Officer without requiring Council's approval.

2.04 Appropriate Usage

The following are examples of information messages that are appropriate to be displayed on the sign in no particular order or priority:

- a. Community Events, Functions, Celebrations and Appreciation
Including but not limited to those functions hosted by H.O.L.D. group, other community groups which would pertain to the general public and not a specific group (ie. Canada Day Fireworks, Church events, seniors events, Dwight Winter Carnival, etc.).
- b. Government Messages (Municipal, District, Provincial, Federal)
(e.g. Fire Bans, Proclamations, Tax Notices, Waste Management Notices, Council and Committee Meeting Schedules, Library messages, Public emergencies, etc.)
- c. Policing Messages
(e.g. O.P.P. and Community Policing Messages)
- d. Fundraising Events within the Community
(provided net proceeds are for charitable purposes with the exception of Lottery Events)

2.05 Inappropriate Usage

The following are examples of inappropriate messages that are inappropriate to be displayed:

- a) Birthday, anniversary or congratulatory messages for individuals, organizations or businesses
- b) Promotion for any special community event where net proceeds are for personal profit
- c) Use by businesses or commercial advertisers to promote commercial goods or services (e.g. sales, grand openings, etc.)
- d) Personal contact information such as names/phone numbers, etc.
- e) Proclamations for special days or weeks, such as Heritage week or holidays.

3. **ADMINISTRATION**

- 3.01 All members of the public, including established community groups will follow this policy.

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4. REVISION CONTROL

Revision Date	Revision	Effective Date

5. ATTACHMENTS

- 5.01 Attachment A - LED Sign Message Request Form
- Attachment B – Sample Agreement



Attachment A

The Corporation of the Township of Lake of Bays/
H.O.L.D. Community Group LED Sign
MESSAGE REQUEST FORM



It is gratefully acknowledged that the sign is a result of significant contributions made by the H.O.L.D. (Hillside, Oxtongue Lake & Dwight) Community Group. The Township of Lake of Bays recognizes the value of the role and contributions (both financial and in-kind) of the public/volunteers with respect to this project.

Requests for message display must be submitted to the Municipal Office in writing at least one week prior to the start of the beginning the work week when the message is to be posted. Please refer to Policy AD-12 for detailed procedures.

Permitted Messages Include: Community events, functions, celebrations and appreciation; Government messages; Policing messages; and local fundraising events.

Messages Not Permitted Include: Personal messages (e.g. birthdays, anniversaries) and business messages (e.g. sales, grand openings, store closings). Please see Policy AD 12-1 being the "Policy to Govern LED Sign and Messaging for details".

This request form is for the use of the Township of Lake of Bays/H.O.L.D. Community Group LED sign located at 1012 Dwight Beach Road, Dwight, ON, P0A 1H0.

Organization Name: _____

Contact Person: _____ Date: _____

Tel. No.: _____ Email: _____

Please specify the week you wish to have the message displayed (Note: messages are usually changed each Monday)

Monday, _____ to Sunday, _____

Your message: (Please print neatly in block letters).

Maximum ___ lines, ___ characters per line including spaces. (To be determined when sign is operational)

Message requests must be approved by the Chief Administrative Officer, or designate.

Maximum of one message per group per week, unless otherwise authorized by the Chief Administrative Officer, Clerk, or designate.

Requests not meeting the parameters of the Policy AD-12.1 being the “Policy to Govern LED Sign and Messaging” may require Council approval.

Submit to: _____, Township of Lake of Bays

Email: _____@lakeofbays.on.ca

Fax: 705-635-2132

Michelle Percival, CMMIII, CMO
Chief Administrative Officer, or designate

Attachment B

SAMPLE AGREEMENT TO GOVERN USE OF THE ELECTRONIC LED SIGN



This agreement shall provide the use of the Township of Lake of Bays/H.O.L.D. Community Group Electronic LED sign located at the municipal office - 1012 Dwight Beach Road, Dwight, ON, P0A 1H0.

It is gratefully acknowledged that the sign is a result of significant contributions made by the H.O.L.D. (Hillside, Oxtongue Lake & Dwight) Community Group. The Township of Lake of Bays recognizes the value of the role and contributions (both financial and in-kind) of the public and volunteers with respect to this project.

As the HOLD Community Group requested the location of this sign on municipal property, the structure must be owned by the Corporation of the Township of Lakes of Bays for insurance purposes and as required by the Ministry of Transportation, the regulatory body for any works or signage situated adjacent to Highway No. 60. As a result, the Township shall put in effect and maintain, at its own cost and expense, all the necessary and appropriate insurance, electricity and general maintenance of the sign.

PURPOSE OF THE SIGN

The purpose of the LED sign is to provide government and community information to residents, ratepayers and visitors to the Township of Lake of Bays that serve to inform and enrich the Lake of Bays Community as a whole.

INFORMATION TO BE DISPLAYED

The following are examples of information messages that are appropriate to be displayed on the sign in no particular order or priority:

- a. *Community Events, Functions, Celebrations and Appreciation*
(Including but not limited to those functions hosted by H.O.L.D. group, other community groups which would pertain to the general public and not a specific group (ie. Canada Day Fireworks, Church events, seniors events, Dwight Winter Carnival, etc.)
- b. *Government Messages (Municipal, District, Provincial, Federal)*
(i.e. Fire Bans, Proclamations, Tax Notices, Waste Management Notices, Council and Committee Meeting Schedules, Library messages, Public emergencies, etc.)

- c. *Policing Messages*
(ie. O.P.P. and Community Policing Messages)
- d. *Fundraising Events within the Community*
(provided net proceeds are for charitable purposes with the exception of Lottery Events)

The following are examples of inappropriate messages that are inappropriate to be displayed:

- a. Birthday, anniversary or congratulatory messages for individuals, organizations or businesses
- b. Promotion for any special community event where net proceeds are for personal profit
- c. Use by businesses or commercial advertisers to promote commercial goods or services (e.g. sales, grand openings, etc.)
- d. Personal contact information such as names/phone numbers, etc.
- e. Proclamations for special days or weeks, such as Heritage week or statutory holidays.

PROCEDURES/OTHER INFORMATION

Additional information including the form to submit messaging and the length and duration of posting messages are found in Policy AD-12.1 being a "Policy to Govern LED Sign and Messaging" .

The Parties have executed the Agreement on the dates set out below.

THE CORPORATION OF THE TOWNSHIP OF LAKE OF BAYS

Name:	Date:	Name:	Date:
Title:		Title:	

HOLD (HILLSIDE OXTONGUE LAKE DWIGHT) GROUP

Name:	Date:	Name:	Date:
Title:		Title:	

I/We have authority to bind the HOLD group.