

Resolution No. 2010-01

A RESOLUTION ESTABLISHING STANDARDS AND PROCEDURES FOR USE OF THE CITY OF
CRESWELL'S ELECTRONIC MESSAGE BOARD

WHEREAS the City has purchased an electronic message board to replace the manual reader board located at Creswell City Hall; and

WHEREAS minimal standards and procedures are required to allow staff to process an application for a message to be placed on the electronic message board; and

NOW THEREFORE BE IT RESOLVED that the following standards and procedures are hereby adopted:

1. Purpose:
 - a. The purpose of the electronic message board is to enable the City of Creswell and community organizations to inform the public of community events and meetings. This message board is not intended for private use, personal or commercial gain.
2. Application:
 - a. An application must be completed on forms provided by the City, herein attached as exhibit A, which may be modified or updated from time to time.
 - b. Applications are considered on a first come, first serve basis, timelines of the event, and on the overall community benefit as determined by the City Administrator or his/her designee.
 - c. Applications must be received and approved at least 10 working days prior to the event in order for the event to be posted.
3. Message:
 - a. There is no exclusive use of the message board by the public.
 - b. The City may use the electronic message board for promotion of City-sponsored activities.
 - c. Events posted on the electronic message board must appeal to a wide City of Creswell area audience. The event must be open to the public and not be exclusively for commercial or personal gain.
 - d. Promotion of alcohol or tobacco or any political candidate is prohibited. Publishing any political, factional, sectarian, racist, sexist, bigoted, false, misleading, or deceptive viewpoint is prohibited.
 - e. Events posted by a religious organization must be open to the public, and appeal to a broad audience, and shall not include hours of worship or religious opinion.
 - f. The message must not imply City endorsement or approval of the event.
 - g. The City reserves the right to edit, reword, or condense the message.
 - h. The electronic message board shall not be used for activities or events including but not limited to the following:
 - i. Birthdays
 - ii. Anniversaries
 - iii. Weddings
 - iv. Hours of worship for religious organizations
 - v. Business advertisements for sales or promotional events
 - vi. Events not occurring within the Creswell community
 - vii. Political opinion, political campaign advertisement
 - i. The City reserves the right to refuse to post any message.

4. Duration of Message:
 - a. No message may be advertised more than fourteen (14) days prior to the event.
 - b. The City reserves the right to reduce the time period and determine the frequency that the message appears in any 24 hour period in order to accommodate as many events as possible.
 - c. Messages will be posted in a timely manner, but not necessarily immediately upon submission or approval.
5. Priority Use:
 - a. The City shall determine the priority of messages.
 - b. Emergency messages including those from the Sheriff's Department, or other emergency programs or providers authorized by the City Administrator have priority over all other messages.
6. Approval and Denial Process:
 - a. The City Administrator or his/her designee shall approve or deny the application within three (3) working days of receipt of the application.
 - b. Denial may be appealed to the City Council. Such appeal shall be submitted in writing within three (3) working days from the date of denial and filed in the office of the City Recorder. The City Recorder shall cause the written appeal to be submitted at the next regularly scheduled City Council meeting.
 - c. The decision of the City Council shall be final.
7. Fee:
 - a. There shall be no fee for an application; however donations are encouraged to help offset the cost of maintaining the electronic message board.

NOW THEREFORE BE IT FURTHER RESOLVED that this resolution shall take effect on March 1, 2010.

Approved by the Common Council of the City of Creswell this 11th day of January 2010.

Robert A. Hooker, Mayor

Roberta J. Tharp, City Recorder