

## RESOLUTION NO. 17-20

### A RESOLUTION ESTABLISHING STANDARDS AND PROCEDURES FOR THE CITY OF IRRIGON'S ELECTRONIC MESSAGE (READER) BOARD

WHEREAS, the City of Irrigon purchased an electronic message board for the primary function of City and Library communications and public safety announcements; and

WHEREAS, the Irrigon City Council wishes to adopt standards and procedures to allow staff to process messages for placement on the electronic message board.

NOW, THEREFORE, BE IT RESOLVED, the following standards and procedures are hereby adopted by Irrigon City Council.

1. **PURPOSE.**

- a. The purpose of the electronic message is to enable the City of Irrigon and the local Oregon Trail Library District (OTLD) Irrigon Branch to inform the public of community events, meetings and emergency situations. The message board is not intended for private use, personal or commercial gain.
- b. Selected and seasonal and special community events may be included that speak to the whole of the community and not for specific organization events, except for the City and Library.
- b. Public service and safety announcements such as accidents, road closures, and Amber and Silver alerts of local law enforcement, the Oregon Department of Transportation and other emergency service providers.

2. **APPLICATION.**

- a. An application must be completed on forms provided by the City. These forms may be modified or updated as needed. No on-going event/application.
- b. Applications are considered on a first come/first serve basis, timelines of the event and the overall community benefit.
- c. Applications must be received and approved at least fifteen (15) working days prior to the event in order for the event to be posted, except for emergencies.

3. **MESSAGE.**

- a. The City and Library have preference to the Reader Board.
- b. The City may use the electronic message board for promotion of City-sponsored activities and events.
- c. Events posted on the electronic message board must appeal to a wide local audience. The event must be open to the public and not be exclusively for commercial or personal gain.
- d. Promotion of alcohol or tobacco products or any political candidate is prohibited. Publishing any political, factional, sectarian, racist, sexist, bigoted, false, misleading or deceptive viewpoint is prohibited.
- e. Events that may be posted must be open to the public, appeal to a broad audience and shall not include on-going hours or events, and not provide specific opinions.

- f. The electronic message board shall not be used for activities or events including but not limited to: birthdays, anniversaries, weddings, hours of worship for religious organizations, events not occurring within the City of Irrigon, business advertisements for sales or promotional events, political opinion or political campaign advertisement and support for or against a ballot measure, initiative, or referendum.
- g. All messages may not imply City endorsement/approval of the event.
- h. The City reserves the right to edit, reword or condense the message.
- i. The City reserves the right to refuse to post any message.

4. **DURATION OF MESSAGE.**

- a. Each message will appear for no more than seven (7) days. The message ends at the time the event ends. No on-going event/application.
- b. No more than one (1) message per event will be considered and only one (1) event allowed at a time (no blitzing with multiple applications for the same 7-day period).
- c. The message sponsor or applicant must notify the City if the event is cancelled.
- d. The City reserves the right to reduce the time period and determine the frequency that the message appears in any 24 hour period.
- e. 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 local law enforcement, ODOT or other emergency service providers authorized by the City Manager or his/her designee have priority over all other messages.

6. **APPROVAL AND DENIAL PROCESS.**

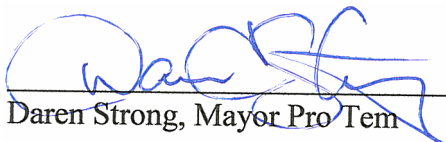
- a. The City Manager or his/her designee shall approve or deny the application within three (4) working days of receipt of the application form.
- b. There is no appeal to a denial of a message application. However, explanation for denial will be provided in writing within five (5) business days of such denial.

7. **FEE OR CHARGES.**

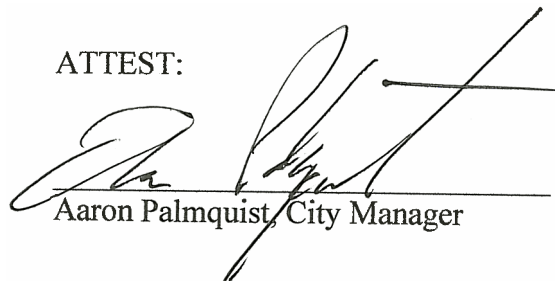
- a. There shall be no fee or charge for submitting an application. However donations are encouraged to help offset the cost of maintaining the message board.

PASSED BY THE COMMON COUNCIL AND SIGNED ON THIS 19<sup>th</sup> DAY OF DECEMBER, 2017.

SIGNED:

  
Daren Strong, Mayor Pro Tem

ATTEST:

  
Aaron Palmquist, City Manager