

SIGN POLICY

PURPOSE: This policy establishes the criteria for use of the digital sign on State Road 54/93 in front of the Town of Trempealeau Town Hall. The policy also outlines the procedures used by Town personnel to administer the sign.

ADMINISTRATIVE OVERSIGHT: Responsibility for administering the policy shall be with the Clerk/Treasurer's office.

SIGN USAGE: The first priority for the sign is to give important instructions and information to ensure public safety during emergencies including, but not limited to tornado/storm preparedness, road closures, police and fire emergencies and Amber Alerts.

The second priority for the sign goes to non-emergency Town announcements such as information on elections, property tax payments, town meetings and town sponsored events.

The sign will also be used for the following notices: Curling Club Spring and Fall Meetings, Reverse Raffle, Bonspiels, Blood Drives and Benefits. Organizations should contact the Clerk/Treasurer as soon as possible of any changes or cancellation of an event.

Requests for sign usage shall be directed to the Town of Trempealeau Clerk/Treasurer in writing (email accepted). Acceptance of a request in no way guarantees that the announcement will appear on the sign. The organizations requested message text may be modified by the Town without notice to conform to space or content restrictions. Color and format of message will be at the Clerk/Treasurer's discretion.

The sign is not to be used for general advertisement of groups or regular meeting times.

No personal requests will be posted on the electronic sign such as birthdays, anniversaries, weddings, etc. unless the Community Center is being rented for such event. Any such notice will run for the day of the event only.

The Town is not responsible for any errors or omissions in content.

In the event of an emergency the town has the right to suspend all messages and use the sign for emergency purposes only.

Adopted by Town Board on November 12, 2015

Effective Date: November 12, 2015

/s/

Ken Farley, Town Chairman

/s/

David Prondzinski, Town Supervisor

/s/

Ted Konkell, Town Supervisor