

RESOLUTION No. 161-2017
AUTHORIZING ELECTRONIC SIGN POLICY
BOROUGH OF SEA BRIGHT

Councilmember Keeler introduced and offered the following resolution for approval; seconded by Councilmember Birdsall:

WHEREAS, the Borough Council authorized for the acquisition and installation of an electronic sign as part of the Ocean Avenue Streetscape Improvements project in the Borough of Sea Bright to disseminate information to the community; and

WHEREAS, certain rules and regulations, attached hereto, need to be in place for the operation of the electronic sign.

NOW, THEREFORE, BE IT RESOLVED that the Borough Council of the Borough of Sea Bright, County of Monmouth, State of New Jersey, hereby approve the attached policy for the use of the Borough's electronic sign in the Borough of Sea Bright; and

BE IT FURTHER RESOLVED, that the Borough Council wish to apply this policy to all advertising promulgated by way of the Borough's electronic and print media outlets; and

BE IT FURTHER RESOLVED, that a certified copy of this resolution be forwarded to the following:

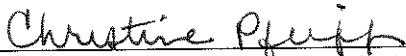
1. Borough Administrator
2. Borough Police Chief
3. Finance Manager
4. Public Relations Committee Chair

Roll Call:	Birdsall,	Keeler,	Kelly,	Lamia,	Leckstein,	Rooney
	Yes	Yes	absent	absent	absent	Yes

October 3, 2017

CERTIFICATION

I, Christine Pfeiffer, do hereby certify that the foregoing is a resolution adopted by the Borough Council of the Borough of Sea Bright, County of Monmouth, State of New Jersey, at a Council Meeting held on October 3, 2017.



Christine Pfeiffer, Borough Clerk

Policy for the Use of the Borough's Electronic Sign

The purpose of the Borough of Sea Bright's electronic sign is to disseminate information to the community, which is related to Borough business, community events and topics of community interest.

- A) Access to the sign software will be limited to:
 - 1. Mayor or designee
 - 2. Clerk
 - 3. Chief of Police

- B) Messages from the following individual/groups/entities are not permitted.
 - 1. Private persons or entities
 - 2. Individual Businesses
 - 3. Political organizations
 - 4. Religious organizations

- C) Requests for electronic sign and social media postings shall be directed to the Borough Clerk.
 - 1. All requests should be submitted in writing, via Borough email
 - 2. Requests should be submitted at least two (2) weeks before the preferred dates of display.
 - 3. No posting shall be granted for a period exceeding fourteen (14) days.
 - 4. The Borough Clerk has sole discretion with the scheduling of messages. While every effort will be made to accommodate requests, there may be times where message display times will need to be modified due to the number of messages requested for those periods and/or Borough emergencies.
 - 5. Only Borough organizations or events, occurring in Sea Bright, will be permitted.

- D) The content of the message will be reviewed by the Borough Clerk. If the Borough Clerk has any question regarding a specific request, and/or the appropriate use of the electronic sign she will consult with the Governing Body's designee(s).