

Town of Old Orchard Beach

TOWN COUNCIL POLICY 18-1

EFFECTIVE DATE: 9.4.2018

SUBJECT: Town Digital Message Center

I. POLICY:

The digital message center, located at the corner of Saco Avenue and E. Emerson Cummings Blvd, was purchased in order to provide the general public with important information in a timely manner.

II. PURPOSE:

This regulation provides guidance pertaining to the use of the Town Digital Message Center.

III. DEFINITIONS:

Digital Message Center: An electronically activated changeable sign whose variable message capability can be electronically programmed. It is sometimes called a signboard or reader board.

IV. PROCEDURES:

In order to maintain the integrity of the messages displayed, the use of the digital message center is limited to official notices issued or sponsored by town government, the school department and the library.

Community service organizations operating in Old Orchard Beach may have messages displayed with the following restrictions:

- A. Provide a request in writing to signs@oobmaine.com no later than 7 days before but no more than 30 days from the requested posting date. All requests from Community Service Organizations are limited to one posting per month, and must have a Town Council approved Special Event Permit, in which the event is open to the public.
- B. Messages will be displayed for no longer than 3 consecutive days. The Town will determine the days of the week that messages will be displayed and the length of time a message is posted.