

# Community Sign Policy

The Kiwanis community sign is a digital message sign permanently located on the corner of Andover and Central Streets at the exit driveway of the Georgetown Town Hall. The sign was paid for by the Georgetown Kiwanis Club and is maintained and operated by the Selectmen's Office.

## **Purpose:**

The purpose of this sign is to inform the public of upcoming events, meetings, and general information beneficial to the community at large. The messages displayed will be those that have been approved by the Community Sign Policy of the Georgetown Board of Selectmen.

## **Guidelines:**

- Only Georgetown based non-profit groups are allowed to place messages on the sign.
- There will be no price advertising allowed or use for commercial purposes.
- There will be no editorial messages or opinions allowed.
- There will be no personal messages such as birthdays, weddings, anniversaries and messages that are considered inappropriate.
- There will be no yard or garage sale notices allowed.
- The duration of any message will be limited to no more than two weeks, or less.
- The Town will not be responsible for errors on the information sign.
- Advertising or promoting candidates, political parties, or political issues will not be allowed.
- The Town Administration will review all requests. Approval or rejection shall be at the discretion of the Town Administrator.
- Notices shall be received a week in advance of posting.

## **Examples of acceptable content:**

- Emergency notices and safety messages.
- Public services (flooding, road closures, etc.).
- Registration notices for community groups / organizations.
- Special events (plays, concerts, special dinners and ceremonies, town hall meetings, holiday festivities, parades, community fundraisers, charitable events).
- Special non-denominational events or services.

## **Hours of Operation:**

- Sign shall be visible 6:00AM to 10:00PM, except for emergency notifications

**Security and Authority to Post:**

- Town Administrator and his Administrative Assistant will have administration rights.
- Administrators will manage the rights of all users.
- All users will be required to change passwords at a minimum of every 90 days.
- Departments who will be allowed to log on and post to the message board will be:
  - Town Administration
  - Police and Fire (Emergency Management Director)
  - Water and Light Department
  - Town Clerk

**Message request procedure:**

Message requests may be made by email using the **online form** on the Town of Georgetown website at the following link: [www.georgetownma.gov](http://www.georgetownma.gov) , or by calling Selectmen/Town Administrator's office at 978-352-5755.

**Operational Note:**

Public Safety and Emergency Information from the State (MEMA), or Town Departments shall be directed to the Emergency Management Director, or the Assistant Director (in his absence) who will be authorized to place emergency information on the Community Sign.