



BOARD REPORT

TO: Chair and Directors

File No: Policy A-62

SUBJECT: Policy No. A-62 "Electronic Sign Board – CSR D Facilities"

DESCRIPTION: Report from Darcy Mooney, Manager, Operations Management, dated August 1, 2019. Amendment to Policy No. A-62 Electronic Sign Board – CSR D Facilities.

RECOMMENDATION #1: THAT: the Board endorse the amendment to Policy No. A-62, "Electronic Sign Board – CSR D Facilities" and approve its inclusion into the CSR D Policy Manual this 15th day of August, 2019.

SHORT SUMMARY:

The CSR D adopted Policy No. A-62, Electronic Sign Board in July 2013. The policy was drafted to provide parameters for the type of messaging that could be posted on a CSR D owned electronic sign board, and to identify what organizations could be assigned and be responsible to post messages on a CSR D owned electronic sign board. At the time the policy was drafted, the CSR D owned two electronic sign boards; one at the Sicamous and District Recreation Centre and one at the Golden and District Arena. With the recent purchase and installation of an electronic sign board at the Scotch Creek Community Hall, the policy is in need of an update to broaden the scope of the types of facilities covered under the policy, and to allow for appointment of an agency to manage the sign.

The CSR D is currently preparing a contract with the North Shuswap Chamber of Commerce, to manage the recently acquired sign at the Scotch Creek Community Hall.

VOTING: Unweighted Corporate LGA Part 14 (Unweighted) Weighted Corporate Stakeholder (Weighted)

BACKGROUND:

The use of electronic sign boards was approved by the CSR D Board during the 2012 budget process. The policy encourages utilization of the electronic sign boards by non-profit groups from within the community. The policy provides clear direction on the utilization of CSR D owned electronic sign boards and provides opportunity for non-profit groups to advertise their community events and services on the signs. The CSR D recently authorized the purchase of an electronic sign board for the community of Scotch Creek, which was installed at the community hall.

POLICY:

Policy No. A-62, "Electronic Sign Board – CSR D Facilities" be amended and included in the CSR D Policy Manual.

FINANCIAL:

There is no cost to the CSR D for the agencies managing the electronic signs, and no fees are charged to the approved non-profit groups in the relevant communities wanting to advertise their events or messages on a CSR D electronic sign.

KEY ISSUES/CONCEPTS:

The amendments will provide clarity to the policy and allow the CSRD to engage in an agreement with the North Shuswap Chamber of Commerce to manage and operate the electronic sign at the Scotch Creek Community Hall.

IMPLEMENTATION:

Upon Board approval, the CSRD will enter into an agreement with the North Shuswap Chamber of Commerce.

COMMUNICATIONS:

The amended policy will be incorporated in to the CSRD Policy Manual and copies will be provide to the relevant agencies.

DESIRED OUTCOMES:

The Board approve the amendments to the Electronic Sign Board policy.

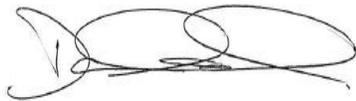
BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

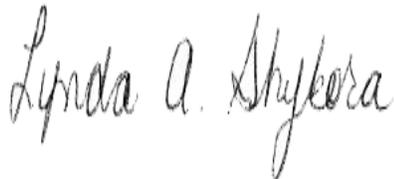
Report Approval Details

Document Title:	2019-08-15_Board_OM_Electronic_Sign_Board_Policy_Amendment.docx
Attachments:	- 2019 08 15 Policy A-62 Electronic Sign Board.doc
Final Approval Date:	Aug 1, 2019

This report and all of its attachments were approved and signed as outlined below:



Darcy Mooney - Aug 1, 2019 - 11:50 AM



Lynda Shykora - Aug 1, 2019 - 1:45 PM

No Signature - Task assigned to Charles Hamilton was completed by assistant Lynda Shykora

Charles Hamilton - Aug 1, 2019 - 1:46 PM