

**RESOLUTION NO. 2012-07**

**A RESOLUTION ESTABLISHING STANDARDS AND PROCEDURES FOR  
USE OF THE CITY OF AMITY'S ELECTRONIC MESSAGE BOARD AND  
GRAPEVINE NEWSLETTER**

**WHEREAS**, the City of Amity purchased an electronic message board and distributes a monthly newsletter (Grapevine); and

**WHEREAS**, Amity City Council wishes to adopt standards and procedures to allow staff to process an application for a message to be placed on the electronic message board or printed in the Grapevine.

**NOW, THEREFORE, BE IT RESOLVED**, the following standards and procedures are hereby adopted by Amity City Council.

**1. PURPOSE.**

- a. The purpose of the electronic message board and Grapevine newsletter are to enable the City of Amity and local community organizations to inform the public of community events, meetings and emergency situations. The message board and Grapevine newsletter are not intended for private use, personal or commercial gain.
- b. Local community organizations may include the City of Amity, Special Districts (Schools, Fire, etc.), non-profits (Amity DIG, Fire District Volunteers, Performing Arts, Scouts, Food Pantry, etc.), Sheriff's Department, local Churches, the Oregon Department of Transportation and other emergency service providers.

**2. APPLICATION.**

- a. An application must be completed on forms provided by the City. These forms may be modified or updated as needed.
- b. Applications are considered on a first come/first serve basis, timelines of the event and the overall community benefit.
- c. Applications must be received and approved at least five (5) working days prior to the event in order for the event to be posted.

**3. MESSAGE.**

- a. There is no exclusive use of the message board.
- b. The City may use the electronic message board for promotion of City-sponsored activities.

- c. Events posted on the electronic message board and Grapevine newsletter must appeal to a wide local audience. The event must be open to the public and not be exclusively for commercial or personal gain.
- d. Promotion of alcohol or tobacco products or any political candidate is prohibited. Publishing any political, factional, sectarian, racist, sexist, bigoted, false, misleading or deceptive viewpoint is prohibited.
- e. Events posted by a local religious organization must be open to the public, appeal to a broad audience and shall not include hours of worship or religious opinion.
- f. The electronic message board or Grapevine newsletter shall not be used for activities or events including but not limited to: birthdays, anniversaries, weddings, hours of worship for religious organizations, events not occurring within the Amity community, business advertisements for sales or promotional events, political opinion or political campaign advertisement and support for or against a ballot measure, initiative, or referendum.
- g. All messages may not imply City endorsement/approval of the event.
- h. The City reserves the right to edit, reword or condense the message.
- i. The City reserves the right to refuse to post any message.

**4. DURATION OF MESSAGE.**

- a. Each message will appear for no more than seven (7) days. The message ends at the time the event ends.
- b. No more than one (1) message per event will be considered.
- c. The message sponsor or applicant must notify the City if the event is cancelled.
- d. The City reserves the right to reduce the time period and determine the frequency that the message appears in any 24 hour period in order to accommodate as many events as possible.
- e. Messages will be posted in a timely manner, but not necessarily immediately upon submission or approval.

**5. PRIORITY USE.**

- a. The City shall determine the priority of messages.
- b. Emergency messages including those from Fire & EMS services, Sheriff's Department, ODOT or other emergency service providers authorized by the City Administrator or his/her designee have priority over all other messages.

**6. APPROVAL AND DENIAL PROCESS.**

- a. The City Administrator or his/her designee shall approve or deny the application within three (3) working days of receipt of the application form.
- b. Denial may be appealed to the City Council. Such appeal shall be submitted in writing within three (3) working days from the date of denial and filed with the

city recorder at Amity City Hall. The city recorder shall include the written appeal on the Council agenda at the next regularly scheduled City Council meeting.

c. The decision of the City Council shall be final.

**7. FEE OR CHARGES.**

a. There shall be no fee or charge for an application, however donations are encouraged to help offset the cost of maintaining the message board.

**PASSED BY THE CITY COUNCIL, CITY OF AMITY, OREGON THIS 1st DAY OF AUGUST, 2012.**

\_\_\_\_\_/s/Michael Cape\_\_\_\_\_

**Michael Cape, Mayor**

**Attest:**

\_\_\_\_\_/s/Jennifer L. Elkins\_\_\_\_\_

**Jennifer L. Elkins, City Recorder**