

Approve municipal marquee sign usage policy

**VILLAGE OF WATERLOO
RESOLUTION NO. 07-10-23-07**

WHEREAS, the Board of Trustees of the Village of Waterloo approved construction of digital marquee signs at the entrances into the Village; and

WHEREAS, the Village of Waterloo has developed a Marquee Sign Policy to regulate the usage of these signs, attached hereto as Exhibit A.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF WATERLOO, NEBRASKA, AS FOLLOWS:

THAT, the Marquee Sign Policy is hereby approved.

PASSED THIS 10 DAY OF JULY, 2023

ATTEST:

Melissa Smith
Melissa Smith
Village Clerk



Village of Waterloo

Travis Harlow
Travis Harlow
Chairperson

VILLAGE OF WATERLOO ELECTRONIC MARQUEE POLICY



VILLAGE OF WATERLOO, NEBRASKA Electronic Message Center Marquee Policies and Procedures

The Village of Waterloo Electronic Marquees located at the entrances of the Village are intended for posting Village sponsored and non-profit events that take place within the Village of Waterloo. Non-profit organizations who wish to post information on events, programs, or services may do so under the guidelines below.

Policies and Procedures:

- All non-profit organizations and Village partners wishing to post their event on the Electronic Marquee must submit an Electronic Marquee Request Form no less than 7 days prior to requested run date. Village Partners are Village of Waterloo Board, Park Board, Planning Commission, and Library Board.
- Non-profit organizations must submit copy of their non-profit status or copy of in process application for non-profit status. Non-profit organizations will need to submit proof of non-profit status after a year lapse from last submission.
- Religious institutions and organizations shall not be permitted to place messages on the marquee sign which promote the institution or organization or religious services, religious affairs, or religious messages. However, subject to conditions of approval, religious institutions and organizations may place messages announcing charity events, fund raising events, community service events and similar activities providing that all events are of a non-religious nature and are open to all members of the public.
- Any entity must sign a declaration agreeing that they will not discriminate anyone based on based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, age (40 or older), disability and genetic information (including family medical history).
- Message content shall not include business advertisements or any information of a strictly or significantly commercial nature. No promotions for any individual business or group of businesses or any type of commercial activity shall be permitted.
- Messages may run for a maximum of fourteen (14) days.
- Messages shall promote only not-for-profit, secular events and activities for qualifying community groups
- Postings may not be personal messages (birthday wish, retirement, congratulatory, get well, etc.).
- The number of messages which appear at any given time is limited. During busy times, the Village may elect to limit or not program submitted events.
- Content will be subject to review by Village of Waterloo Staff.
- Artwork must be sent in the following format:
 - Sent as a jpeg file (video postings not accepted at this time)
 - Full color

- Minimum of 200 x 400 pixels
- Images and pictures should be clear and easy to read from street level

*Flyers not submitted in this format will be rejected

**Posting should be brief as motorist will only have seconds to view postings; recommended items to include – date, time, location, organization logo, contact number.

*** Messages are limited to the space available on the marquee and may be edited for conciseness, clarity, and conformity to the limitations of the marquee.

Priority for Posting

- Priority Group 1 – Village of Waterloo Events/Emergency Notifications/Traffic Notifications
- Priority Group 2 – Douglas County West School Districts Serving Waterloo residents
- Priority Group 3 – Village approved non-profit organizations with current 501©3 status
- Priority Group 4 – Organizations currently applying for non-profit status
- Priority Group 5 – Organizations not considered non-profit advertising free events, programs, or services

The Village retains the right to refuse to post, adjust priority schedules and monthly postings as situation demands.



REQUEST FOR POSTING ON VILLAGE ELECTRONIC MARQUEE

Date: _____

Name: _____ Phone#: _____

Organization: _____

Address: _____

Message: _____

Desired Run Dates: From: _____ To: _____

Signature of requestor: _____

For Village Use only

Approved by: _____ Date: _____

Programmed by: _____ Date: _____

Village Policy for Electronic Marquee

- All messages shall be community or civic related
- Any requests should be made on the proper form no less than one week prior to the beginning date desired for the message
- No personal messages
- No messages for profit organizations and businesses
- No messages that are religious only and do not meet an exception