



## **The Corporation of the Town of LaSalle**

**To:** Mayor and Members of Council

**Prepared by:** Dawn Hadre, Corporate Communication and Promotions Officer

**Department:** Administration

**Date of Report:** January 6, 2020

**Report Number:** CAO-C&P-01-2020

**Subject:** Municipal Digital Signs and Lobby Screens Policy Update

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### **Recommendation**

That the report of the Corporate Communication and Promotions Officer dated January 6, 2020 (CAO-C&P-01-2020) regarding the updated Municipal Digital Signs and Lobby Screens Policy BE APPROVED.

### **Report**

The revised Municipal Digital Signs and Lobby Screens Policy was received by the Strategic Planning Promotion and Communication Committee at the November 21, 2019 meeting.

The policy has been updated to include that political advertising of any kind is not permitted on the Town's digital signs or lobby screens. In addition, some small changes were made with respect to the signs at the Vollmer Complex (changes are highlighted in yellow). The updated policy is attached.

### **Consultations**

The Recreation Manager and Director of Council Services/Clerk were consulted about the changes to the policy.

### **Financial Implications**

None

**Prepared By:**


Corporate Communication and  
Promotions Officer

Dawn Hadre

**Link to Strategic Priorities**

	Expanding and diversifying our assessment base
Yes	Effectively communicating the activities and interests of the Town
	Managing our human and financial resources in a responsible manner
	Promoting and marketing LaSalle
	Promote a healthy and environmentally conscious community

**Communications**

	Not applicable
Yes	Website
	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

**Notifications**

Name	Address	Email

**Report Approval Details**

Document Title:	Updated Policy - Municipal Digital Signs and Lobby Screens.docx
Attachments:	- MUNICIPAL DIGITAL SIGNS AND LOBBY SCREENS revised Nov 2019.docx
Final Approval Date:	Jan 6, 2020

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



Chief Administrative Officer

Joe Milicia