



# Town of Discovery Bay

<b>Program Area:</b> Board	<b>Policy Name:</b> Message Board Policy	<b>Policy Number:</b> 028
<b>Date Established:</b> March 6, 2019	<b>Date Amended:</b>	<b>Resolution:</b> 2019-01

## ARTICLE I

### NAME

This Policy shall be known as the Town of Discovery Bay Community Services District (“District”) Message Board Policy.

## ARTICLE II

### PURPOSE

The purpose of this Policy on use of the Discovery Bay Stationary Message Board (“Message Board”) is to create a non-public forum to communicate District-related emergency and/or safety information to residents and visitors, and to promote community events. The Message Board serves to notify citizens and visitors of upcoming events that are (i) District-sponsored, (ii) District co-sponsored, or (iii) sponsored by a local non-profit (collectively and individually “District Programming”). Emergency and/or safety messages will typically include information on hazardous conditions, the need for extra caution, traffic detours, and/or emergency instructions. Community event information on the Message Board may display multiple events at any one time and will typically consist of event dates, names, and details.

## ARTICLE III

### GENERAL GUIDELINES

The Stationary Message Board shall be administered at the District’s discretion and is restricted to use by the District for District messaging, District-sponsored events, District co-sponsored events, and events by a local non-profit, provided that the message benefits Discovery Bay or its residents and meets the requirements of this Policy.

The Message Board may be used to promote events that are:

1. of broad benefit to the Discovery Bay community;
2. not of a political or partisan, private party, commercial, obscene, or religious (non-secular) nature; and
3. taking place within the limits of Discovery Bay.

## ARTICLE IV

### DEFINITIONS

4.1 Applicant: An individual or a Representative or agent of a Discovery Bay local non-profit seeking to publicize an event on the Message Board.

4.2 District Co-sponsored: An event coordinated and conducted through a partnership between the District and another organization.

4.3 District Sponsored: An event coordinated and conducted entirely by the District.

4.4 Event: An organized function, open to the public, located within Discovery Bay and benefitting the District residents. To be eligible, the event must occur within six months of the first day the applicant seeks to post about the event on the Message Board.

4.5 Local Non-profit Organization: Organizations located in Discovery Bay or that primarily serve Discovery Bay residents that are registered with the State of California as a “non-profit” community organization or that are exempt under section 501(c)(3) of the Internal Revenue Code.

## ARTICLE V

### POLICY

5.1 District messaging shall take priority and shall supersede all other messaging. Messaging for District business and District sponsored and co-sponsored events shall be by approval and discretion of the General Manager.

5.2 The District may, for the benefit of the community at large, allow for temporary display of event information on the Message Board to promote events. The display of information on the Message Board is limited to District Programming, functionality and availability

5.3 Any local non-profit organization that wishes to display or advertise an event that is not sponsored or co-sponsored by the District must submit a complete application form and pay a non-refundable fifty dollars (\$50.00) application fee. The form and fee must be submitted to the District General Manager for consideration of approval.

5.4 The General Manager or his/her designee shall consider requests and applications to display information on the Message Board in the following priority:

1. District sponsored events.
2. District co-sponsored events.
3. Local “non-profit” organization events that benefit the Discovery Bay community or District.

5.5 If approved by the General Manager, event information shall typically be displayed for a period not to exceed seven days. The maximum allowable period of display on the Message Board is:

1. Unlimited for District sponsored events.
2. Unlimited for District co-sponsored events.
3. Seven days prior to the event for local “non-profit” organizations. Additional time may be approved on a case-by-case basis.

## **ARTICLE VI**

### **PROCEDURES**

6.1 Event information to be considered for display on the Message Board must be submitted to the General Manager, not less than a minimum of four weeks prior to the event, but no more than 6 months prior to the event. The General Manager, or her/his designee, may allow a shorter time period.

6.2 Event name, date, location of the event, phone number for more information, and contact person must be included with the request on the application form. Requests will not be taken over the phone. Additional information such as event details, website, email address, and organization information is encouraged and may be required for a better understanding of the event and organization.

6.3 The length of messages is limited due to the size of the sign. The number of messages which appears at any given time period is also limited to six (6) individual messages at any one time.

6.4 “Non-profit” organizations shall submit proof of their non-profit status concurrently with their application to post on the Message Board.

6.5 The General Manager, or her/his designee, shall review all information submitted and shall make a final determination as to whether the application for use of the Message Board is approved based on this policy, including rejection of application(s). The General Manager’s decision may be appealed to District Board of Directors upon payment of a fee of fifty dollars (\$50.00). A person desiring to appeal a decision shall file notice of appeal in writing with the General Manager within ten (10) days after the date of the decision being appealed. The notice shall briefly state the facts and the grounds of appeal.

6.6 The Message Board hours of illuminated operation will generally be from 6:30 a.m. to 11:30 p.m., Sunday through Saturday. The General Manager has the discretion to extend or reduce the hours of operation based on the nature and importance of the message or upon other circumstances existing at the time.

6.6 The District offers no guarantee with respect to posting of messages on the Message Board or the number of seconds during which the message will be displayed. Prospective users are encouraged to use a variety of media for events and not rely solely on the Message Board.

## **ARTICLE VI**

### **MOBILE ELECTRONIC SIGN BOARD**

7.1 Use of the mobile electronic sign board is limited to the exclusive use of District Messaging, District Sponsored events and District Co-Sponsored events.

7.2 Use and location of the mobile electronic sign board either as a stand alone or in addition to the Message Board shall be by approval and discretion of the General Manager.

## **ARTICLE VIII**

### **MISCELLANEOUS**

8.1 All policies and regulations are subject to change at any time, and without advance notice. No rights are obtained or enforceable as regards to any request or submittal and all costs related to a submittal shall be solely borne by the applicant.

8.2 Fees are adopted by Discovery Bay Board of Directors and are subject to yearly review. Adopted fees are intended to be charged on a per message and per day application.

8.3 Urgent District business, including emergency messages, as determined by the General Manager, or her/his designee, takes precedence over any previously scheduled requests. If an applicant's previously approved event is not posted or posted for less than 50% of the approved time period due to District cancellation, the applicant will receive a refund of the application fee.



**TOWN OF DISCOVERY BAY  
COMMUNITY SERVICES DISTRICT**

**DISCOVERY BAY MESSAGE BOARD APPLICATION - \$50.00 Fee Due**

Name of Requesting Person or Entity: \_\_\_\_\_

\*\*\*\*If Requesting Party is claiming to be a non-profit organization, please submit proof of status. \*\*\*\*

Requestor Primary Contact: \_\_\_\_\_

Primary Contact Phone: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

Entity Website: \_\_\_\_\_

Description of Event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event Location: \_\_\_\_\_

Beginning Date and Time of Event: \_\_\_\_\_

Ending Date and Time of Event: \_\_\_\_\_

Requested Display Date Range: \_\_\_\_\_

Requested Message Content (please limit this to 50 characters or less):

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Primary Contact's Signature

\_\_\_\_\_  
Date of Submission

\*\*\* (Must be at least 4 weeks in advance of the event date.) \*\*\*

Note: this application will not be considered complete until all information listed above is provided and the \$50.00 application fee is paid to the Town of Discovery Bay Community Services District.

\_\_\_\_\_  
Fee Received By

\_\_\_\_\_  
Date of Receipt