

**RESOLUTION NO. 2013-12**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF  
THE PHELAN PIÑON HILLS COMMUNITY SERVICES DISTRICT  
ESTABLISHING AN ELECTRONIC SIGN ADVERTISING POLICY**

WHEREAS, the Phelan Piñon Hills Community Services District owns and operates an electronic message sign and receives requests from the community to advertise on said sign; and


WHEREAS, the Board has determined it is necessary to implement an appropriate Policy concerning advertising on the electronic message sign.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Phelan Piñon Hills Community Services District, as follows:

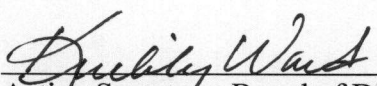
1. The Phelan Piñon Hills Community Services District hereby establishes and adopts the Electronic Sign Advertising Policies, which are attached hereto and incorporated herein by this reference.
2. The provisions of this Resolution shall take effect immediately upon adoption.

**ADOPTED this 21<sup>st</sup> day of August, 2013, by the following vote:**

AYES: Brandon, Johnson, Morrisette, Roberts  
NOES: Fahrlender  
ABSENT:  
ABSTAIN:

  
\_\_\_\_\_  
President, Board of Directors

ATTEST

  
\_\_\_\_\_  
Acting Secretary, Board of Directors

# **PHELAN PIÑON HILLS COMMUNITY SERVICES DISTRICT**

## **Electronic Sign Advertising Policy**

### **Section 1 – OVERVIEW**

**PURPOSE:** To establish rules regarding requests for information placed on the Phelan Piñon Hills Community Services District's electronic message sign.

### **Section 2 – POLICIES**

Non-profit community and civic groups within the Phelan Piñon Hills Community Services District (District) may request announcements for public events be placed on the electronic sign by submitting a request form with the required information to the District office.

Requests should include the group name, contact person, telephone number, email address, and the particulars of the event, such as who, what, when, where, and why.

Approved requests will be placed on the sign one week prior to the event date, provided the District is given appropriate notification of the event.

The General Manager, or his designee, has sole discretion to accept or reject the organization making the request, to accept or reject the content of the message, and the ability to alter the text accordingly to fit the sign design with a three (3) screen maximum per message.

In the event there are several requests for any given time period, the requests will be posted on a first come – first serve basis. Any District events and/or District co-sponsored events will always take first priority in the scheduling of advertisements on the electronic sign.

The General Manager, or his designee, has sole discretion to suspend any or all messages at will.

Personal requests, such as birthdays, engagements, weddings, and so on, will not be posted on the electronic sign.

### **Section 3 – RESPONSIBILITY**

It will be the responsibility of the General Manager, or his designee, to manage and submit messages to the electronic sign.

If there are questions regarding whether or not a group requesting use of the sign is authorized per this Policy, or regarding the content of the message, the District's General Manager will make a decision regarding the request.

### **Section 4 – INTERNAL CONTROL PROCEDURES**

The General Manager, or his designee, is the administrator of this Policy and shall be responsible for processing requests.

### **Section 5 – SUMMARY**

These guidelines cannot cover every issue, exception or contingency that may arise in considering advertising requests for the electronic sign. Accordingly, the basic standard that should always prevail is to use common sense and good judgment in the use, commitment, and stewardship of District resources.

**ATTACHMENT:** Exhibit "A" – Electronic Sign Advertising Request Form

