

CITY OWNED DIGITAL SIGN POLICY

Approved 10/08/2025

The City of Duncombe, Iowa has purchased a digital sign to enable the City to inform the public of community events and meetings. The City may also utilize this sign to provide messages related to actions being taken by the City.

The following rules and regulations are adopted to allow staff to efficiently process applications to place a message on the digital sign.

I. Application

- a. An application seeking to place a message on the digital sign owned by the City shall be completed on forms provided by the City and the City shall retain the right to modify the application form used at any time.
- b. Applications shall be considered and approved in the order they are received by the City. No entity shall be entitled to exclusive use of the sign to promote their event. It is anticipated the digital sign will contain a series of messages which will display one after another.
- c. It is desirable that any application be presented to the City Clerk or the Duncombe Betterment Committee at least ten (10) days prior to the date the message is to be displayed. Every effort will be made to review and act upon each application in a timely manner. However, the City and the Duncombe Betterment Committee shall not be responsible for any delays which may occur in processing applications even to the extent that the message was not presented in a timely manner.
- d. A fee shall be paid for messages placed on the digital sign. Please see page 3 for the fee schedule. Local (Duncombe) non-profit organizations may have a message posted at no cost, provided the message adheres to all of the rules laid out in this policy and is submitted via the appropriate application.

II. Message

- a. Notwithstanding any rules stated herein, the City shall retain the right to utilize the digital sign for promotion of City sponsored activities and to provide notice to the public of information deemed important by the City.
- b. Events posted on the digital sign must appeal to a wide audience and be open to the public (admission fees may be charged).
- c. Promotion of any political candidate, political opinion, or political campaign event is prohibited as required by Iowa Code. Direct promotion of any tobacco or alcohol product is prohibited. Publishing of any political,

factional, sectarian, racist, sexist, bigoted, false, misleading, or deceptive viewpoint is prohibited.

- d. Events posted by a religious organization must be open to the public, appeal to a broad audience, and shall not include hours of worship or any religious opinion.
- e. No profanity or derogatory language will be allowed in ANY message.
- f. If the subject of a personal message requests the removal of the message, their request will be honored as soon as possible and no refund will be provided to the original person paying for the message.
- g. If a picture is provided for posting, please be courteous to the subject of the picture. The City reserves the right to deny a picture because of content. The City also reserves the right to crop, shrink, or otherwise modify any picture or graphic to fit the space of the sign.
- h. Any message presented on the sign must not imply any endorsement or approval by the City. The City reserves the right to edit, reword, or condense any message presented.
- i. The City shall be held harmless and not be named as a responsible party for any reason in any legal action arising from any content or message displayed on the digital sign.
- j. The City reserves the right to refuse to post any message.

III. Duration of Message

- a. The City shall retain the right to determine the frequency and duration that a message may appear to accommodate the amount of content on the sign.
- b. Messages will be posted in a timely manner, assuming timely application is made. However, no guarantee or representations are made that the message will be immediately posted upon submission for approval.

IV. Priority of Use

- a. The City shall determine the priority of all messages posted.
- b. Emergency messages, including those from other emergency programs or providers authorized by the City shall have priority over all other messages.

V. Message Application Approval Process

- a. The City Clerk shall have the authority to approve or deny an application within seven (7) business days of the receipt of the application at City Hall.

- b. All applicable fees shall be paid at the time the application is presented and before any consideration is made. If your message application is denied, you will be given a full refund.
- c. Denial of an application may be appealed to the City Council. An appeal must be submitted in writing with in seven (7) days from the date of denial of the application and filed at City Hall with the City Clerk. The City Clerk will submit the written appeal to the City Council for action at the next regularly scheduled City Council meeting.
- d. The decision of the City Council is final.

VI. Fee Schedule

- a. All fees must be paid at time of application. No message will be displayed without payment in full prior to posting.
- b. \$5.00 Birthday or Anniversary- posted for 3 days (1 before, day of, 1 after)
- c. \$10.00 Graduation, Just Married, Birth Announcement- posted for 5 days.
- d. Any business, for-profit organization, or non-Duncombe non-profit organization advertisement- \$5.00 per day or \$25.00 per week.
- e. Any other postings and fees not covered by the above list will be left up to the discretion of the City Clerk.

VII. Fee Use

- a. All fees should be made payable to the Duncombe Betterment Committee.
- b. The fees paid to the Duncombe Betterment Committee will be used for programs that are aimed at and benefit the citizens of Duncombe.

Application for Digital Sign Message

Name/Organization: _____

Person of Contact: _____

Phone: _____

Email: _____

Start Date: _____ End Date: _____

Message: Please PRINT clearly and legibly. You are responsible for correct spelling.

I have read the Digital Sign Policy and understand that my request must be received in a timely manner and all policy rules apply. I also understand that my application may be denied if the message does not adhere to the rules set forth in the policy and that I have 7 days to appeal the decision of denial.

Signature

Date

All fees should be made payable to the Duncombe Betterment Committee.

Office use only

Date received & Paid: _____

Amount Paid: _____

Type of Message: _____

Received by: _____

Date Posted on Sign: _____

Posted by: _____