

RESOLUTION 2025-008

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HOWEY-IN-THE-HILLS, FLORIDA, ADOPTING A POLICY FOR THE USE OF THE TOWN'S ELECTRONIC SIGN LOCATED AT TOWN HALL; PROVIDING FOR ADMINISTRATION AND ENFORCEMENT; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Town of Howey-in-the-Hills owns and operates an electronic sign located at 101 N. Palm Avenue, intended as a platform to inform residents about official Town business and civic events; and

WHEREAS, a significant portion of the funding for the electronic sign was generously provided by the Friends of the Library, a 501(c)(3) nonprofit organization, with the express intent that the sign be utilized to solely promote the civic work of the Town; and

WHEREAS, the Town Council recognizes the need for a formal policy to ensure that the use of the electronic sign remains consistent with its intended purpose, maintains content integrity, and is administered in an equitable and efficient manner; and

WHEREAS, Town staff has utilized internal best practices since the sign's installation, and the Town Manager has recommended codifying these practices through formal Council adoption; and

WHEREAS, the Town Council finds that it is in the public interest to adopt a policy that establishes clear guidelines for acceptable content, scheduling, and responsibilities regarding the use of the Town's electronic sign;

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HOWEY-IN-THE-HILLS, FLORIDA.

Section 1. The Town Council hereby adopts the Electronic Sign Usage Policy, attached hereto as Exhibit A and incorporated by reference herein, as the official policy governing the use of the Town's electronic sign located at Town Hall.

Section 2. The Town Manager, or designee, is authorized to implement and administer the policy, including the scheduling of content and the management of compliance with its provisions.

Section 3. This Resolution shall be effective upon passage.

Signatures on the following page.

PASSED AND RESOLVED this 22nd day of May, 2025, by the Town Council of the Town of Howey-in-the-Hills, Florida.

**TOWN OF HOWEY-IN-THE-HILLS,
FLORIDA**

By: its Town Council

By: _____
Graham Wells, CMC, Mayor

Attest:

John Brock, Town Clerk

Approved as to form and legality:
(for the use and reliance of the Town only)

Tom Wilkes, Town Attorney

Exhibit A

Town of Howey-in-the-Hills

Electronic Sign Usage Policy

Purpose

The purpose of this policy is to establish consistent, equitable, and purposeful guidelines for the use of the Town's electronic sign, located at Town Hall, as a public communication tool that promotes official Town business and civic engagement.

Scope

This policy applies to all requests for content placement on the Town's electronic sign.

Policy Guidelines

1. Authorized Content

- The following are typical categories of information that may be displayed:
 - Official Town meetings (e.g. Council, Boards, Public Hearings, Workshops)
 - Official Town events (e.g., Halloween, Easter, Christmas)
 - Town employment opportunities and board vacancies
 - Library programming (official programs, sponsored/co-sponsored by the library and free and open to the public)
 - Friends of the Library fundraisers/events (as co-funders of the sign.)
- Public safety alerts and emergency information may also be posted as needed, as well as locally relevant information from other governmental entities.

2. Ineligible Content

- Non-governmental events, commercial advertising, or promotions from private or nonprofit entities or individuals not co-sponsored by the Town.

3. Content Management

- The Town Manager or designee (including Library or Town Hall staff as applicable) shall be responsible for managing content submissions and scheduling, ensuring compliance with this policy and with aesthetic and technical best practices.
- As much as possible, content will follow digital signage best practices, including:
 - Maximum of eight slides in rotation
 - No more than three lines of text per slide
 - Appropriate lead time:
 - 14+ days for holiday events
 - 7 max. days for recurring monthly events
 - 2 max. days for weekly programming

4. Deliberation/Appeal

- In any particular cases not herein addressed or where there is any ambiguity in interpretation, the Town Manager or designee shall make the final determination.