



City Council Meeting Agenda Item

Meeting Date:	June 16, 2026
Agenda Item:	Presentation of Digital Community Sign Policy and Sign Reservation Form
Staff Contact (name, email, phone):	Kevin Boehm, kboehm@whitewater-wi.gov , 262-473-0122

BACKGROUND

(Enter the who, what when, where, why)

The City recently purchased and installed a Digital Community Sign to provide information regarding community events, activities, public notices, recreation programs, and other items of community interest. The sign was delivered and installed earlier than anticipated, resulting in the sign becoming operational before a formal policy governing community use and message requests was completed.

At the time of installation, City Council directed staff to develop and return with a policy establishing procedures for the use of the sign by community organizations. The attached Digital Community Sign Policy outlines eligibility requirements, content standards, submission procedures, fees, scheduling priorities, and administrative guidelines for the placement of community messages on the sign.

The policy is intended to ensure consistent administration of the sign, provide fair access for eligible community organizations, and preserve the sign's primary purpose as a communication tool for City information and community-oriented announcements.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends that the City Council receive the proposed Digital Community Sign Policy and refer the policy to the Parks and Recreation Advisory Board for review and approval as a departmental policy. Staff will present the policy to the Parks and Recreation Advisory Board at its June 24, 2026 meeting for consideration and adoption.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- 1.) Digital Community Sign Policy
- 2.) Digital Community Sign Reservation Form