



Electronic Billboard Usage Policy

1. Objective

The Town has installed an electronic billboard in order to offer an additional means of communicating with its citizens. It is also intended to eliminate the use of sandwich boards of all types in Town which are forbidden by the Town by-laws.

2. Authorized Users

The following Baie-D'Urfé groups and associations will be permitted to use the Town's electronic billboard as a means of communicating with Baie-D'Urfé residents:

- Baie-D'Urfé Aquatic Club
- Baie-D'Urfé Tennis Club
- Baie-D'Urfé Yacht Club
- Baie-D'Urfé Boating Club
- Baie-D'Urfé Curling Club
- Baie-D'Urfé Citizens' Association
- Baie-D'Urfé Library
- Baie-D'Urfé Potters Guild
- B.U.C.C.A.
- Baie-D'Urfé Rescue Squad
- Baie-D'Urfé Citizens on Patrol
- Industrial Park Association
- All organizations using the Red Barn facilities

- Dorset Elementary School
- École Joseph-Henrico
- Alexander von Humboldt Schule
- Centre de la petite enfance Whiteside Taylor
- Lakeview School

- Baie-D'Urfé Scouts
- Baie-D'Urfé Girl Guides



The following outside groups and associations will also be permitted to use the Town's electronic billboard as a means of communicating with Baie-D'Urfé residents:

- Service de santé et sécurité de la Ville de Montréal
- Service des mesures d'urgence de la Ville de Montréal
- Partage Action de l'Ouest de l'Île

Other organizations may be considered on a case by case basis.

3. Posting Language

All messages must be provided in French and English. Messages containing spelling mistakes or incoherent text will be returned for correction.

4. Message

The electronic billboard is destined exclusively for informative non-commercial messages. Any political, partisan, religious, sexual or racial message will be refused. No discrimination will be tolerated.

Any event for which an entrance fee is required is not eligible. *(Amendment as of May 1, 2012)*

Health-related information seminars of interest to our citizens and given free of charge by non-profit groups are permitted at the discretion of the Administration. *(Amendment as of February 23, 2012)*

Solicitation is forbidden on the territory of the municipality according to By-law no. 969. This also applies to the electronic billboard and to fundraising requests. *(Amendment as of March 14, 2012)*

5. Approval

All messages must be approved by the Town Clerk, Communications and Human Resources department. The Town reserves the right to refuse any message as well as to revise the content submitted.

6. Posting Duration

Messages will be posted for a maximum of ten (10) days including weekends. The Town may choose to shorten or extend the posting duration depending on particular circumstances. Furthermore, the Town may choose to remove a posting at any time.



7. Liability

The Town accepts no responsibility for the content of the message provided. It is the sole responsibility of the submitting association or organization to validate the accuracy of the content submitted or the impact it may have.

8. Posting Priority

The Town reserves the right to prioritize requests submitted. Town information will always have precedence.

9. Submittals

Requests may be submitted to the Town Clerk, Communications and Human Resources department by e-mail at communications@baie-durfe.qc.ca by means of a form provided to that end. Requests must be received five (5) working days prior to the requested posting date.