

**CITY OF NORTH ST. PAUL
CITY COUNCIL
WORKSHOP AGENDA
MARCH 19, 2019
5:00 PM**

North St. Paul City Hall – Sandberg Room
2400 Margaret Street

Council Member Petersen will participate in the meeting remotely from Orange Beach City Hall, 4099 Orange Beach Blvd., Orange Beach, Alabama 36561. She will be located in a public conference room next to the council chambers. The conditions per State Statute 13D.02 have been met.

I. CALL TO ORDER

II. ROLL CALL

Council Member Thorsen
Council Member Petersen
Council Member Walczak
Council Member Sonnek
Mayor Furlong

III. ADOPT AGENDA

IV. TOPIC(S)

- A. Electronic Reader Board Sign Policy 5:00 p.m.
- B. Recap of cable franchise meeting – Terre Heiser will be present 5:15 p.m.

V. OTHER BUSINESS

VI. ADJOURNMENT

Agenda Information Memorandum
North St. Paul City Council
City Council Workshop
March 19, 2019

FROM THE OFFICE OF THE COMMUNITY SERVICES DEPARTMENT

Subject: Review of the proposed Electronic Message Board Policy and Request Form.

To: Honorable Mayor and City Council

Background/Facts:

The Casey Lake Electronic Message Board sign was installed in 2017. Over the past year, several non-profit groups have approached the Mayor and Parks and Recreation Commission regarding displaying messages on the sign.

At the February 27, 2019 Parks and Recreation Commission Meeting, the Commission made a unanimous recommendation to City Council to expand the current electronic messaging at Casey Lake Park to include North St. Paul non-profits and non-profit events and programs held within City limits of North St. Paul.

Allowed sign content would include the following:

- City of North St. Paul government news, programs, events, and public safety notices.
- Community events and programs sponsored by North St. Paul 501 (c) 3 non-profit organizations or by 501 (c) 3 non-profit organizations outside of North St. Paul that are hosting an event in North St. Paul. Any events advertised must be open to the general public.
- The following types of messages sponsored by people or companies renting the Casey Lake Shelter: messages of celebration, condolence, or welcome related to the rental event or identification of the rental event

An individual has questioned whether this is allowed under the sign code or constitutional law. Staff asked the City's Legal Counsel to review the individual's concerns. Listed below is a synopsis of the City Attorney's analysis.

Consistency with City Sign Ordinance

The city constructed the sign in accordance with the design standards in the city code, based on the sign meeting design standards, no other analysis is required. The City Code does not restrict content..

First Amendment Implications

The First Amendment to the United States Constitution protects most types of speech from government intrusion. In analyzing a regulation of protected speech on government property for First Amendment purposes, the first thing to determine is the character of the property, or "forum."

With respect to the Casey Lake Park sign, the City would be turning a nonpublic forum into a limited public forum. Therefore, the City can place restrictions on the content of speech placed on the sign, so long as those restrictions are viewpoint neutral.

A limited public forum is a type of forum created when the government opens a nonpublic forum but limits access to it for only certain groups or categories of speech. In these forums, regulations of speech must be viewpoint-neutral and must be reasonable in light of the purpose served by the forum.

Recommendation:

The Parks and Recreation Commission is recommending Council approval of the Electronic Message Board Policy and Request Form.

The proposed policy is on the 3/19/19 City Council Agenda for Council's consideration.

Attachments:

Electronic Message Board Policy and Request Form.

Respectfully submitted,

/s/ DG by mm

Debra Gustafson
Administrative and Community Services Director

APPROVED FOR AGENDA ENCLOSURE:

/s/ SD by mm

Scott Duddeck
Interim City Manager



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**ELECTRONIC MESSAGE BOARD
POLICY**

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PURPOSE & DESCRIPTION OF ELECTRONIC MESSAGE BOARD SIGN

The City of North St. Paul has an electronic message board located at Casey Lake Park that communicates city government news, programs, events, and public safety notices. Sign policy also allows for community event messages sponsored by local 501 (c) 3 non-profit organizations or by 501 (c) 3 non-profit organizations outside of North St. Paul that are hosting an event in North St. Paul and for certain messages sponsored by people or companies renting the Casey Lake Shelter.

The purpose of the sign is to keep the public informed of upcoming community events, programs, government news and public safety notices.

MESSAGE REQUEST CRITERIA

The sign allows messages with a maximum of four lines of 15 characters each, including spaces. Please note: Shorter messages allow for larger fonts, bold lettering and better readability. Messages are visible for 10-12 seconds each. No animation nor effects are permitted.

REQUEST SPECIFICATIONS

A message board request form must be submitted to the City's Communications Coordinator, who reviews the request to determine whether it meets policy guidelines and requirements. Messages in question will be left to the discretion of the City Manager. Organizations must show proof of 501 (c) 3 status, when they submit a request form. The Communications Coordinator will modify message requests that DO NOT meet the technical or policy requirements. To manage the number of posted messages, the city adheres to the following guidelines:

- Messages typically will be updated on a weekly basis.
- Events may only be posted a maximum of two weeks prior to the event.
- Messages sponsored by people or companies renting the Casey Lake Shelter will be posted on the day of rental only.
- No more than 10 messages can scroll on the sign at any one time.
- Requests are on a first come first serve basis. City messages take priority over other community messages.
- Events must not be in direct competition of a City Event (i.e. Egg Hunt the same day as the City's Egg Hunt)

ALLOWED CONTENT: The electronic message board may be used to display the following informational messages:

- City of North St. Paul government news, programs, events, and public safety notices.
- Community events and programs sponsored by North St. Paul 501 (c) 3 non-profit organizations or by 501 (c) 3 non-profit organizations outside of North St. Paul that are hosting an event in North St. Paul. Any events advertised must be open to the general public.
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**APPENDIX A
REQUEST FORM**

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City of North St. Paul

2400 Margaret Street
North St. Paul, MN 55109
Phone: (651)747-2407 Fax (651)747-2435
www.northstpaul.org

**Electronic Message Board
Request Form**

The City of North St. Paul has an electronic message board located at Casey Lake Park that communicates city government news, programs, events and public safety notices. Sign policy also allows for community event messages sponsored by local 501 (c) 3 non-profit organizations or by 501 (c) 3 non-profit organizations outside of North St. Paul that are hosting an event in North St. Paul and for certain messages sponsored by people or companies renting the Casey Lake Shelter.

REQUESTING YOUR MESSAGE: The sign allows messages with a maximum of four lines of 15 characters each, including spaces. Please note: Shorter messages allow for larger fonts, bold lettering and better readability. Messages are visible for 10-12 seconds each. No animation nor effects are permitted.

Name of Organization: _____ Contact Name: _____

Contact Phone Number: _____ Contact Email: _____

Write your display message in the boxes below. Write a single character or leave a space for each box.

Line 1																			
Line 2																			
Line 3																			
Line 4																			

Display Dates (up to two weeks): _____ **to** _____

SIGN POLICY: This message board request form must be submitted to the City’s Communications Coordinator, who reviews the request to determine whether it meets policy guidelines and requirements. Messages in question will be left to the discretion of the City Manager. Organizations must show proof of 501 (c) 3 status, when they submit a request form. The Communications Coordinator will modify message requests that DO NOT meet the technical or policy requirements. To manage the number of posted messages, the city adheres to the following guidelines:

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