



THE TOWN OF STRATFORD RESOLUTION

IAA002-2024 – Text Amendments to Digital Sign Policy

Motion Carried X
Motion Lost
Motion Withdrawn

Council Chambers
Town Hall
March 13, 2024

Committee	<u>Intergovernmental Affairs and Accountability</u>
Moved by Councillor	<u>Jody Jackson</u>
Seconded by Councillor	<u>Gordie Cox</u>

WHEREAS several text amendments have been identified to streamline the use of the Town of Stratford's digital sign; and

WHEREAS it has been noted that as the Town of Stratford continues to grow and offer more programs and services, it has an ever increasing amount of information to share with residents to keep them informed; and

WHEREAS there is only an average of one to two views per pass of the digital sign - that the sign be prioritized for the Town's use only.

BE IT RESOLVED that attached Digital Sign Policy Amendments be hereby approved.

This resolution bears the recommendation of the Intergovernmental Affairs and Accountability Committee meeting held on January 25, 2024, and the Committee of the Whole as discussed at a meeting held on February 28, 2024.