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May 24, 2016

**JOINT COMMUNITY SERVICES – CUSTOMER SERVICES & CORPORATE SERVICES –  
LEGISLATIVE SERVICES INFORMATION REPORT 2016-18**

TO: Mayor Van Bynen and Members of Council

SUBJECT: Community Board Posting Guidelines

ORIGIN: Customer Services & Legislative Services

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**COMMENTS**

In accordance with the Procedure By-law, any Member of Council may request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

**Background**

There are designated spaces in most Town of Newmarket facilities for the purpose of displaying public information. These Community Boards serve as a valuable engagement tool by providing opportunities for community organizations, other community based public institutions, and non-profit groups to display information regarding art, culture, recreational and educational opportunities taking place in the community.

The attached guideline (Appendix A) is to provide staff with a consistent approach regarding the accommodation of the many requests received from outside organizations to post promotional material on Town of Newmarket Community Boards. These guidelines will be made available to the public at each of our Customer Service Counters located in each of these facilities, and they will also be posted on the public bulletin boards. Any materials that are deemed to be inappropriate and/or not meeting the established criteria will not be posted or removed from public display.

**BUSINESS PLAN AND STRATEGIC PLAN LINKAGES**

Well-equipped and Managed

- Implementing policies and processes that reflect sound and accountable governance.

Community Engagement

- Aligning ourselves with communication best practices



## CONSULTATION

Input from Corporate Communications, Legislative Services, and Customer Services departments was sought in the preparation of these guidelines. In addition, staff also researched practices in other municipalities with information obtained from the City of Oshawa and the City of Regina.

## HUMAN RESOURCES IMPACT

Not applicable to this report.

## BUDGET IMPACT (CURRENT AND FUTURE)

Not applicable to this report.

## CONTACT

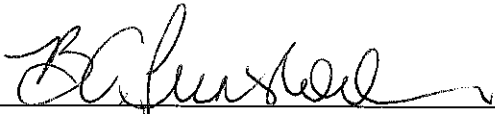
For more information on this report, please contact Bonnie Munslow, Manager, Customer Services at [bmunslow@newmarket.ca](mailto:bmunslow@newmarket.ca) or at 905-953-5300, ext. 2251, or Andrew Brouwer, Director, Legislative Services/Town Clerk at [abrouwer@newmarket.ca](mailto:abrouwer@newmarket.ca) or 905-953-5300, ext. 2211.



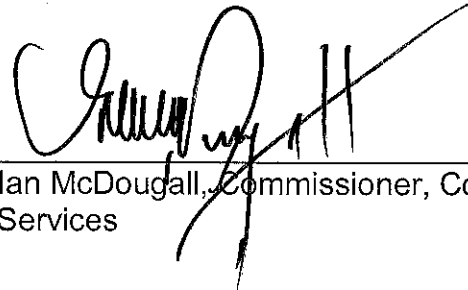
Andrew Brouwer, Director, Legislative Services/Town Clerk



Esther Armchuk, Commissioner, Corporate Services



Bonnie G. Munslow, Manager, Customer Services



Ian McDougall, Commissioner, Community Services

BGM:bgm

### **Community Board Posting Guideline:**

Designated spaces (Community Boards) are maintained at Town of Newmarket Facilities for the purpose of displaying public information. Community Boards serve as a valuable engagement tool by providing opportunities for non-profits groups/ organizations to display information regarding art, culture, recreational and educational opportunities in the community.

The purpose of this guideline is to provide Community Services Staff with a consistent procedure regarding the accommodation and processing of requests from outside organizations to post promotional material on Town of Newmarket Community Boards.

### **Procedure:**

Customer Services Staff will provide information on posting requirements to organizations upon request and will forward all received materials to Customer Service Supervisor or Designate for approval. Customer Services Staff will monitor Community Boards to ensure that all promotional material has been approved and is current.

A Customer Service Supervisor or Designate will ensure that all posted materials meet the following criteria:

- Material from the following groups will be considered. Priority will be given to local groups but consideration may also be given to neighbouring municipalities within York Region:
  - Regional, Provincial and Federal levels of government
  - York Region Emergency Services
  - Town of Newmarket Boards & Committees
  - Conservation Authorities
  - Boards of Education
  - Non-Profit organizations
- The information/ event must be current.
- Materials must be professionally presented and limited to 11 x 17 inches in size.
- The material must clearly indicate all relevant details and contact information related to the event/ program.
- The following will materials will not be accepted, at the Town's sole discretion:
  - Advertisement of sales and/ or service of private or "for profit" organizations/ events
  - Materials reflecting a viewpoint on politics, religion, sexual orientation, colour or creed
  - Materials promoting any product prohibited from sale to minors or any illegal substance
  - Materials which harass, discriminate or otherwise contravene the Ontario Human Rights Code
  - Materials which promote a candidate or political party for nomination or election
  - Materials which could be deemed to damage the reputation of the Town
  - Materials which contravene Town policy
  - Materials which do not reflect the Town of Newmarket's Core Values <sup>1</sup>

The Town of Newmarket does not necessarily endorse events or programs on posted materials. The Town of Newmarket is not responsible for materials which have been lost or damaged and will not guarantee the amount of time that materials will be posted, or the return of said materials. The Town of Newmarket reserves the right to discern whether submitted materials will be posted. Community Boards will be monitored daily and all materials which have not been approved by the Customer Service Supervisor/ Designate will be removed.