

**SPECIAL VILLAGE BOARD AGENDA  
WEDNESDAY, JULY 1, 2020  
5:10 PM  
BOARD ROOM, MUNICIPAL BUILDING, 210 COTTONWOOD AVENUE**

Call to Order

Roll Call

1. Review and consideration of a motion to approve a banner for the Chamber of Commerce.
2. Adjournment.

Tim Rhode, Village Administrator

Notice: Please note that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Darlene Igl, Village Clerk, at 262/367-2714. The Municipal Building is handicap accessible.



**Village of Hartland  
Administration**

210 Cottonwood Ave, Hartland, WI 53029  
[www.villageofhartland.com](http://www.villageofhartland.com)

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|--|-------------------------------|
| <b>Committee:</b><br>Village Board   | <b>Date:</b><br>6-30-20       |
| <b>Village Board Item Number: 1</b>  | <b>Meeting Date: 7-1-2020</b> |
| <b>Submitted By:</b><br>Tim Rhode, Village Administrator                       |                               |
| <b>Subject:</b> Discussion and Action of a Banner for the Chamber of Commerce. |                               |

**Details:** The Village of Hartland created a Banner Policy for the purpose of allowing advertising on Municipal property for events in Hartland.

Specifically, the policy outlines the five events each year, which are eligible for a banner to hang over Capital Drive after the Village Board approves the design. The proposed banner must follow several guidelines for approval. The current design follows all the guidelines, except it does not currently have a disclaimer on the banner. However, if the Village Board desires, the Chamber could easily add that disclaimer.

**Financial Remarks:**

N/A Village Staff is ready to remove the Hometown Celebration banner so they could easily switch banners.

**Options & Alternatives:**

The Village Board could approve with our without the disclaimer.

**Executive Recommendation:**

Based on the documents submitted, the sign meets the intent of the banner policy, and if the Board is so inclined, they should approve.



**HARTLAND**

**STREET DANCE**

[www.hartland-wi.org](http://www.hartland-wi.org)

**NIXON PARK**  
**JULY 18**  
**5:30-11:00**



3' x 25'

# Village of Hartland Banner Policy

## **Purpose Statement**

The purpose of allowing advertising on municipal property is not to provide a public forum for dissemination, debate or discussion of public issues but to provide organizations an opportunity to draw attention to an event in Hartland. This policy is intended to provide guidelines and standards for banners that will be hung over the streets in downtown Hartland.

## **Guidelines, Standards and Criteria**

The purchaser of the banner will determine all of the artwork and details for the sign with their printer. The Village Board must approve the banner, its design and message before it is displayed on the approved locations. Approval will be determined based upon the purchaser being current on all payments due and owing to the Village of Hartland as well as following of the guidelines and standards in this policy.

The Village of Hartland reserves the right to amend the policy and standards at any time and to later limit or prohibit advertising at any and all locations even though previously allowed.

### Approval of the content of the sign will be based on the following criteria:

- No advertisements shall contain information that is false, misleading or deceptive.
- Advertising may not promote unlawful or illegal goods, services or activities, or infringe on any copyright, trade, or service mark, title or slogan.
- Advertising may not be demeaning or disparaging to individuals or groups on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation.
- The advertising shall state a disclaimer on the banner, that the ad is not sponsored by and does not necessarily reflect the views of the municipality.
- Village Board has right of refusal of any banner for any reason

### Approved areas:

- Locations will be determined based on approval by the Village Board and WE Energies

### The banners must comply with the following standards:

- Banners must be made of vinyl (for all season). No poster board or weather reducing material. Must be 3' tall by 25' long
- Grommets must be placed around the top border of the sign to be hung from wires and two metal grommets in the corners of the bottom border for hanging purposes

### Guidelines of the program:

- All banners are temporary and seasonal and may only be up for a maximum of 3 weeks and minimum of 2 weeks.

- The Village of Hartland reserves the right to remove any sign that is in poor condition as it may determine. The user group shall be responsible for the replacement of the sign that is removed
- The Village of Hartland will not be responsible for any damage to the sign. Repairs or replacement of the sign due to damage caused by wear and tear, wind, vandalism theft or damage caused by any other reason will be at the purchaser's sole expense
- The banners will be placed using carabiners.

#### **Horizontal Banners that will hang over the street**

1. Organizations must submit banner sketches to Village Board and must be approved by the Village Board.
2. Banners will be hung by the Village of Hartland personnel or contracted out, after Village Board approval, on day banner is requested to be hung
3. Banners will stay up for no longer than 3 weeks time.

The Following Events are eligible to hang banners after Village Board Approval. Any events not on this list that bring people to Hartland may submit a request to the Village Board to be added to this list.

1. Hartland Hometown Celebration – Village of Hartland
2. Hartland Concerts and Movies – Village of Hartland – Recreation Department
3. Holiday Train and Hartland Lights – Village of Hartland and Hartland BID
4. Hartland Neighborhood Night Out – Village of Hartland and Hartland BID
5. Street Dance – Hartland Chamber of Commerce

#### **Vertical Banners and seasonal lighting that will hang on telephone poles in downtown Hartland**

1. Hartland BID will be organization allowed to hang these banners.
2. Hartland BID will submit designs to Village Board for approval of banners and lighting
3. Hartland BID must meet with Village of Hartland Department of Public Works to get specifications of what is need to hang banners properly.
4. Banners will be hung by the Department of Public Works, after Village Board, approval on requested date.
5. Banners will be in place until Hartland BID wants them removed.