



SUBJECT: COMMUNITY INFORMATION & DISPLAY POLICY

Policy No: 2024-02

Date: January 15, 2024

Review Date: January 2028

Pages: 4

PURPOSE

The Innisfil ideaLAB & Library collects, provides and displays community-related materials consistent with its role and mission as part of its information service to ensure that residents are fully aware of, and may participate in, community activities. This policy sets out the types of information suitable for collecting, displaying and distribution by the Library.

POLICY

Application

This policy applies to all staff and library community partners.

Definitions

Co-sponsored Program: A co-sponsored program involves program delivery by an external organization or person at the Library, and may be the result of a partnership. This program can be a one-off or one-time series, an ongoing program, or a series of programs. The partner can brand the program, but they work with the Library to ensure it is promoted by the Library and that relevant library resources are identified when appropriate.

Partner(ing) Agencies/Community Partners: The various organizations with which the Library has entered into a partnership for the purposes of pursuing mutual interests with the shared goal of enhancing quality of life for Town of Innisfil residents and library users.

Guidelines

The display of materials within the Library spaces (both physical and virtual) does not imply endorsement by Library Staff or Board. Materials should directly contribute to the enrichment and well-being of the community, aligning with the Library's mission.

Section 1: Community Information Collection and Services

1. The Library will accept information on the services of partner community agencies and organizations. This will include up-to-date information on:
 - a. Municipal services;
 - b. Community groups;
 - c. Educational organizations;
 - d. Health and social services agencies; and
 - e. Religious, recreation and cultural institutions.
2. The Library will provide easy, convenient and confidential access to information on agencies and organizations in-branch or virtually.
3. Library Staff will make continuous efforts to stay informed about relevant community agencies, services and referral processes. Where possible, Staff will facilitate appropriate and sensitive referrals.
4. Customer confidentiality will be respected at all times.
5. The Library reserves the right to assess the suitability and relative importance of display materials and may refuse to display some materials. Materials may be refused for display based on size, poor production, incomprehensible content, or content which promotes that contravenes Library policies including the Rules of Conduct or the Ontario Human Rights Code.

Section 2: Community Information Displays in the Library

1. The Library may display information in-branch and virtually about community activities and events of partner agencies subject to available space. The Library may also accept physical items from these agencies that are used for promotional purposes.
2. Selected materials will be displayed using the following priorities:
 - a. Library programs, events, and services
 - b. Co-sponsored and partnership programs
 - c. Programs, events, services of official partners
 - d. Town of Innisfil and agencies
 - e. Non-profit community groups and organizations serving Innisfil residents
 - f. Promotion of cultural, educational and recreational events or activities of all other agencies.
3. Library Staff will determine where and when to post all materials, information and displays.
4. All bulletins, brochures and posters or like materials, regardless of format, become the property of the Innisfil Public Library Board and the Library will dispose of them as it sees fit. While the period of display is at the discretion of the Library, every effort will be made to post material up to the dates of the advertised events.

5. All physical items for a display will be left at the owner's risk and must be retrieved by the owner at an agreed upon date unless otherwise approved by the CEO. The Library does not accept responsibility for the safe return of materials.
6. The Library will not display or distribute:
 - a. Materials that contravene the Ontario Human Rights Code, any government legislation or library policies or procedures;
 - b. Materials whose primary focus is partisan or political in nature; however political materials may be eligible when advising of meetings and forums for discussion of community issues;
 - c. Faith-based materials whose primary purpose is the promotion of faith; however events sponsored by local religious groups may be displayed;
 - d. Materials advertising and promoting commercial products or services from non-partnering agencies;
 - e. Personal ads and notices including notices of items for sale or rent;
 - f. Petitions, unless they originate with the Library Board or the Town of Innisfil Council;
7. Art exhibits are covered under the current Art Display Policy.

Section 3: Library as a Venue for Information Dissemination

1. The Library permits partner agencies including community groups, non-profit groups and charities to promote themselves and give information out to the public within the Library Branches where the information is of a non-proselytizing nature, and thus shall not be used for commercial, political, or religious purposes. The space may also not be used for sales or solicitation or for promotion of a commercial product. Exceptions may be made at the discretion of the CEO or designate.
2. Requests for space should be made in accordance with the Library's Room Rental and Program Policies. Requests should include a brief description of the host organization and the purpose and content of the proposed activity. Length of time required will be negotiated with the applicable Library Staff.
3. The Library reserves the right to assess the suitability of the proposed promotional activity and to refuse the request.

Section 4: Restrictions on Community Information and Displays

1. Solicitations by members of the public are not permitted on library property, either in person or by petition. Petitions originating with the Library Board or the Town of Innisfil Council are permitted, subject to formal approval by the Board. The following is the only exception: where display items are intended for sale, the owner of the items may leave their business cards.
2. The sale of tickets or other promotional materials for fundraising or commercial purposes is not permitted in the Library, with the exception of Town or Library Board sponsored events, or at the discretion of the CEO or designate.

3. The Library will continue with the distribution and collection of donations for Remembrance Day Poppies at each Library branch and; notwithstanding this Policy, the Board may approve additional donation opportunities based on submitted requests.

Questions or concerns may be directed to the CEO or Designate.

Related Policy

Advertising Policy for Library Signs

Approved by the Innisfil Public Library Board, January 15, 2024

Motion Number: 2024.06

Supersedes Policy # 2020-03, approved January 20, 2020, Motion 2020.08 and Policy #2015-08, approved May 19, 2015, Motion #2015.53, Policy #2013-05, approved April 15, 2013, Motion #2013.48;

Combines and Supersedes Community Information Policy #2011-06, approved March 21, 2011, Motion #2011.21; and Display Policy #2011-12, approved May 16, 2011, Motion #2011.36;

Supersedes Display Policy #2008-16, approved November 17, 2008, Motion #2008.69; & Policy # 2006-01, approved January 16, 2006, Motion #2006.08.