

## REQUEST FOR DECISION

<b>TITLE:</b>	Advertising Bylaw and Circulation and Advertisement Standards Policy
<b>DATE:</b>	August 26, 2024
<b>PRESENTED BY:</b>	Mitchell Visser, Manager of Legislative Services
<b>ATTACHMENTS:</b>	(Draft) Bylaw #24.24 – Advertising Bylaw (Draft) Policy DP-C-03 – Circulation and Advertisement Standards

### SUMMARY:

Section 606 of the *Municipal Government Act, RSA 2000, c M-26* establishes requirements for advertising bylaws, resolutions, meetings, public hearings and other municipal advertisements. Section 606 requires that these items must be:

- a) published at least once a week for 2 consecutive weeks in at least one newspaper or other publication circulating in the area to which the proposed bylaw, resolution or other thing relates, or in which the meeting or hearing is to be held,
- b) mailed or delivered to every residence in the area to which the proposed bylaw, resolution or other thing relates, or in which the meeting or hearing is to be held, or
- c) given by a method provided for in a bylaw under section 606.1.

as both option a) and option b) can be considerably costly in terms of both financial resources and staff time, and because of the increased reliance by the general public on electronic advertisements, Administration is interested in establishing an Advertisement Bylaw in accordance with Section 606.1.

Section 606.1 allows a council to, by bylaw, provide for one or more methods, which may include electronic means, for advertising proposed bylaws, resolutions, meetings, public hearings and other things referred to in section 606. An Advertising Bylaw allows the Town of Drumheller to be more flexible in where it advertises bylaws, resolutions, meetings, public hearings and other items identified in Section 606.

In addition to the Advertising Bylaw, Administration would like to create guidelines on how and where to advertise certain municipal documents through the creation of the attached draft policy. This policy would provide guidance for the advertisement of road closures, development permits, planning documents and public hearings.

To clarify, while the Advertising Bylaw grants the Town the legislative flexibility to choose various advertising mediums, the Circulation and Advertisement Standards Policy outlines the specific guidelines on how these documents should be advertised.

In accordance with Section 606.1(3) Council must conduct a public hearing before making an advertising bylaw.

**RECOMMENDATION:**

Council pass first reading set a public hearing for September 23, 2024 to discuss Bylaw #24.24 – Advertising Bylaw and Policy DP-C-03 – Circulation and Advertisement Standards.

**DISCUSSION:**

N/A

**FINANCIAL IMPACT:**

As per the guidelines of Policy DP-C-03 – Circulation and Advertisement Standards, “Any notice that is published in an accredited local newspaper in a condensed or limited format, provided that the advertisement in the accredited local newspaper contains the necessary information to locate the complete notice on the Town Website.”

While the majority of advertisements will continue to be posted in the local newspaper, some of these advertisements may be posted in a condensed format, with the full advertisement listed on the Town of Drumheller website. This will save significant financial resources due to the large size of advertisements, such as road closures or public hearings.

**STRATEGIC POLICY ALIGNMENT:**

Alignment with the Municipal Government Act and the Town of Drumheller Land Use Bylaw. This Bylaw and Policy will encourage good governance by establishing minimum standards for advertising and through the efficient use of municipal resources.

**COMMUNICATION STRATEGY:**

A Public Hearing is required to be held before proceeding with the Bylaw. Following the completion of the Public Hearing, a communications strategy will be developed that will include both traditional and non-traditional marketing channels. These include the following:

- Two minutes on the Town (Radio);
- Town Page (Newspaper);
- Media Release;
- Social Media; and
- Digital Signage (Recreation Facilities).

**MOTION M2024.267: Moved by Councillor Lacher, Councillor Zariski**

That Council gives First Reading to Bylaw #24.24 – Advertising Bylaw and Policy DP-C-03 – Circulation and Advertisement Standards and sets a public hearing date for September 23, 2024, to discuss. CARRIED UNANIMOUSLY

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Prepared by:  
Mitchell Visser,  
Manager of Legislative  
Services

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Approved by:  
Darryl Drohomerski,  
Chief Administrative  
Officer