

TOWN OF DRUMHELLER
BYLAW NUMBER 24.24
DEPARTMENT: LEGISLATIVE SERVICES

A BYLAW OF THE TOWN OF DRUMHELLER IN THE PROVINCE OF ALBERTA, TO ESTABLISH ALTERNATIVE METHODS FOR PUBLIC NOTIFICATIONS AND ADVERTISING

WHEREAS, pursuant to the *Municipal Government Act*, RSA 2000, c M-26, a Council must give notice of certain bylaws, resolutions, meetings, public hearings, or other things by advertising in a newspaper or other publication circulating in the area, or mailing or delivering a notice of to every residence of an affected area;

AND WHEREAS, pursuant to section 606.1(1) of the *Municipal Government Act*, a council may, 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 of the *Municipal Government Act*;

AND WHEREAS, the Council of the Town of Drumheller is satisfied that the advertising methods set out in this Bylaw are likely to bring a matter to the attention of substantially all residents in the relevant area;

NOW THEREFORE, THE COUNCIL OF THE TOWN OF DRUMHELLER, DULY ASSEMBLED, ENACTS AS FOLLOWS:

1. SHORT NAME

1.1 This Bylaw shall be cited as the "Advertising Bylaw."

2. DEFINITIONS

2.1 For the purposes of the Bylaw, the following definitions shall apply:

- a) "*Accredited Local Newspaper*" means a newspaper that:
 - i. focuses on news coverage on events and happenings within the *Town*;
 - ii. is typically published in print format at least once per week; and
 - iii. is of general circulation within the *Town*, and is available for distribution for the majority of the residents of the *Town*.
- b) "*Act*" means the *Municipal Government Act*, RSA 2000, c M-26, as amended from time to time and successor legislation;
- c) "*Bylaw*" means this Advertising Bylaw, as amended from time to time, and successor legislation;
- d) "*Social Media*" means and online communication through which users may share information, and more specifically may refer to Facebook, X, Instagram, YouTube and similar applications; and
- e) "*Town*" means the Town of Drumheller, a municipal corporation in the Province of Alberta,

and includes the area contained within the corporate boundaries of the Town, as the context may require.

3. METHODS OF ADVERTISING

3.1 Any public notice required to be advertised under section 606 of the *Act* of a bylaw, resolution, meeting, public hearing or other thing will be given, in accordance with the timelines prescribed in section 606 of the *Act*, by:

a) Publishing the public notice prominently on the *Town's* official website

3.2 in addition to section 3.2, the Town may elect to advertise by using any or all of the following methods, which will not be subject to the timelines established by Section 606 of the *Act*:

a) publishing in an *accredited local newspaper*;

b) mailing or delivering notices to all affected parties;

c) posting on the Town's social media channels;

d) posting the public notice prominently on the bulletin board at Town Hall located at 224 Centre Street, Drumheller, Alberta; and/or

e) any other method deemed appropriate by the Town of Drumheller.

4. SEVERABILITY

4.1 Every provision of this *Bylaw* is independent of all other provisions and if any provision of this *Bylaw* is declared invalid for any reason by a court of competent jurisdiction, all other provisions of this *Bylaw* shall remain valid and enforceable.

5. TRANSITION

5.1 This *Bylaw* shall come into force and effect when it receives third reading and is duly signed.

5.2 Bylaw 01.12 is hereby repealed.

READ A FIRST TIME THIS 26th DAY OF AUGUST 2024

READ A SECOND TIME THIS 7th DAY OF OCTOBER 2024

READ A THIRD AND FINAL TIME THIS 7th DAY OF OCTOBER 2024

The original document, duly signed and executed, is retained on file.