

PARKLAND COUNTY  
PROVINCE OF ALBERTA

BYLAW 2024-21

BEING A BYLAW FOR THE PURPOSE OF REGULATING COUNCIL STATUTORY ADVERTISING PRACTICES TO GIVE NOTICE TO RESIDENTS ABOUT BYLAWS, RESOLUTIONS, MEETINGS, PUBLIC HEARINGS OR OTHER THINGS

WHEREAS the *Municipal Government Act*, RSA 2000 c M-26, requires certain bylaws, resolutions, meetings, public hearings, and other things to be advertised, and sets out methods for advertising those things in section 606; and

WHEREAS section 606.1 of the *Municipal Government Act*, RSA 2000 c M-26, permits Council to pass a bylaw allowing for alternative methods of advertising, which may include electronic means, those things referred to in section 606; and

WHEREAS, the Council of Parkland County wishes to allow for alternative and modified advertising methods, and is satisfied that the methods proposed by this bylaw will ensure that the thing being advertised is brought to the attention of substantially all affected residents, where required;

NOW THEREFORE the Council of Parkland County, duly assembled and under the authority of the *Municipal Government Act*, RSA 2000 c M-26, as amended, hereby enacts the following:

TITLE

1. This Bylaw shall be known as the “Advertising Bylaw”.

DEFINITIONS

2. The following definitions will apply to the corresponding words in this Bylaw:
- (1) “Accredited Local Newspaper” means a newspaper that:
- a. focuses its news coverage on events in and happenings in Parkland County;
  - b. is typically published in a print format at least once per week;
  - c. is of general circulation in Parkland County and is available for distribution to the majority of Parkland County residents; and
  - d. includes paid advertisements;
- (2) “Act” means the *Municipal Government Act*, RSA 2000 c M-26, as amended;
- (3) “County Administration” means the Parkland County Chief Administrative Officer (CAO), or Parkland County staff delegated by the CAO;
- (4) “Parkland County” means the municipality of Parkland County in the Province of Alberta; and
- (5) “Statutory Advertisements” means a notice of a proposed bylaw, resolution, meeting, public hearing or other thing referred to in s. 606 of the Act.

INTERPRETATION

3. The headings in this Bylaw are for reference purposes only.

STATUTORY ADVERTISING METHODS

- 4.
- (1) Unless otherwise advertised in accordance with the Act, all Statutory Advertisements shall be advertised in accordance with this Bylaw.
- (2) Statutory Advertisements shall be:
- a. posted prominently on Parkland County’s official website;
  - b. promoted on Parkland County’s social media channels; and

- c. posted for at least 10 days before the advertised item occurs. In rare instances whereby accelerated timelines may preclude a 10-day advertising period, the item shall be advertised for as long as possible, and for no less than 5 days.
- (3) In the event there is an Accredited Local Newspaper in circulation at the time of advertising then, in addition to the requirements of section 4(2) of this Bylaw, a Statutory Advertisement may be published in an Accredited Local Newspaper. If in the opinion of County Administration there is no Accredited Local Newspaper in publication and available for placement of advertisements at the time of advertising, or other means of advertising are deemed by County Administration to be more effective, publication in an Accredited Local Newspaper shall not constitute a requirement of advertising under this Bylaw or s. 606(2)(a) of the Act.
- (4) In addition, Statutory Advertisements may, at the discretion of the County Administration be advertised by other means determined appropriate.

#### SEVERABILITY

- 5. Should any provision of this Bylaw be deemed invalid then such invalid provision will be severed from this Bylaw and such severance will not affect the validity of the remaining portions of this Bylaw, except to the extent necessary to give effect to such severance.

#### EFFECTIVE DATE

- 6. This Bylaw shall come into force and take effect on the day of third reading and signing thereof.

READ A FIRST TIME this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

READ A SECOND TIME this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

READ A THIRD TIME and finally passed this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

SIGNED AND PASSED this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer