

**TOWN OF BEAUMONT
BYLAW NUMBER 875-16**

PROMOTIONS COMMITTEE BYLAW

A bylaw of the Town of Beaumont in the Province of Alberta to establish and govern the operation of the Promotions Committee.

WHEREAS, Section 145(a) of the Municipal Government Act (the Act) states that a council may pass bylaws in relation to the establishment and functions of council committees;

AND WHEREAS, Council wishes to establish a Promotions Committee to advise and actively participate in the coordination and promotion of community events that showcase the Town of Beaumont;

NOW THEREFORE, the Council of the Town of Beaumont, duly assembled, enacts as follows:

I. Title

This bylaw may be cited as "The Promotions Committee Bylaw".

II. Definitions

The following terms are defined below:

- a) "Act" means the Municipal Government Act, Revised Statutes of Alberta 2000, Chapter M-26, as amended.
- b) "Administration" means the employees of the Town of Beaumont.
- c) "Beaumont" means the area within the legal boundaries of the Town of Beaumont.
- d) "Chair" means the Chair of the Promotions Committee as elected by Committee members pursuant to this Bylaw.
- e) "Committee" means the Promotions Committee.
- f) "Communications Officer" means the individual appointed to that position and employed by the Town of Beaumont.
- g) "Council" means the Council of the Town of Beaumont.
- h) "Councillor" means the member(s) of Council appointed to the Committee at the annual Organizational Meeting.
- i) "Director, Recreation, Parks and Culture" means the individual appointed to that position and employed by the Town of Beaumont.
- j) "Member" means a member of the Promotions Committee appointed pursuant to this bylaw.
- k) "Town" means the Municipal Corporation of the Town of Beaumont.
- l) "Town Liaison" means the Community Events Coordinator appointed to that position and employed by the Town of Beaumont.
- m) "Supervisor, Legislative Services" means the individual appointed to that position and employed by the Town of Beaumont.
- n) "Organizational Meeting" means the meeting held annually for Council to appoint Councillors to various Boards and Committees.

III. Establishment and Responsibilities

The Promotions Committee is hereby established with the following responsibilities:

- 1. Create an Annual Plan for community events with project budgets and recommendations for the upcoming budget year to be submitted by June of each year to Administration.
- 2. Evaluate and advise based on budgets, community surveys, volunteer feedback, and vendor feedback on Committee related events.

3. Encourage other community groups and residents of Beaumont to actively become involved in the organization of community events.
4. Ensure that all available media outlets, including social media, in coordination with the Town Liaisons, are actively used for promotion of events and recruitment of volunteers.
5. Support the Town's Strategic Plan by assisting the Town Liaisons as required in promoting events organized by the Committee.
6. Provide funding for the advertising of local cultural and recreational community events organized by groups other than the Promotions Committee. The maximum amount of funding available to a single event is \$500 and the total funding available for disbursement in a calendar year will not exceed the amount in the approved budget for that year. Interested groups need to contact the Town Liaison and decisions will be made by the Promotions Committee after the group presents to the Committee.
7. Ensure all Committee documentation is made available to community members, Council, and Administration upon request.
8. Review and approve an annual evaluation and recommendations of promotional activities to Council and the public.
9. Establish a sub-committee to review and, if necessary, update and propose amendments to the Promotions Committee Terms of Reference annually in September to ensure relevance.

The Committee has no power to direct work or expend funds other than funds specifically allocated by Council.

IV. Membership and Term

The members of the Committee should include a cross-section of the community of Beaumont as well as a Councillor. Public members must be residents of Beaumont or Leduc County.

1. The Committee will consist of up to twelve (12) members, including eleven (11) public members and one (1) Councillor (with an alternate).
2. Public member appointments shall be for a two-year term, with one half of terms expiring on a yearly (calendar year) basis. The Chair shall advise the Supervisor, Legislative Services in writing of any Committee resignations.
3. Councillor appointments shall be for a one-year term, with Council appointing a representative and alternate at each annual Organizational Meeting.
4. The Committee will utilize event sub-committees and individuals outside the appointed membership to help fulfill its purposes.
5. The Committee shall elect a Chair, a Vice-Chair, Secretary, and sub-committee members and advise the Supervisor, Legislative Services of same.
6. If an appointed member is absent from three consecutive meetings without being excused by a majority vote of the Committee, the position shall be deemed forfeited by the member; and, the Chair shall advise the Supervisor, Legislative Services in writing of same.
7. Appointed members will be contacted by the Supervisor, Legislative Services prior to the expiration of their term, and will be given the opportunity to renew for an additional term.

V. Meetings and Quorum

1. The Committee shall meet once a month on the fourth Wednesday of the month at 7:00 p.m. at the location identified by the Town Liaison. Meetings will not be held in July and August. A special meeting may be called by:
 - a majority of the voting members, in writing;
 - the Chair; or
 - a Town Liaison.
2. For a Committee meeting quorum to be achieved, more than half of the current members, including the Chair or Vice-Chair, must be present. If quorum is not achieved within 15 minutes of the scheduled meeting commencement time, the meeting will proceed with informational updates, but all voting business will be deferred to next scheduled meeting.

VI. Functions and Responsibilities

Chair

The Chair shall be elected by the Committee for a period of two years. His/her responsibilities include:

- chair all regular Committee meetings, and any special meetings of the Committee, according to the agenda and time available;
- ensure all discussion items end with a decision, action, or definite outcome;
- collaborate with the Town Liaison to prepare the annual events presentation for Council;
- present the annual events presentation to Council;
- orientation of new members, in coordination with the Town Liaison;
- act as spokesperson for the Committee, with guidance from the Town Liaison and Town's Communications Officer; and
- send all proposed Term of Reference amendment documents to the Town Liaison and Supervisor, Legislative Services.

Vice-Chair

The Vice-Chair shall be elected by the Committee for a period of two years. His/her responsibilities include:

- provide support to the Chair; and
- lead Committee meetings when the Chair is not available.

Secretary

The Secretary shall be elected by the Committee for a period of two years. His/her responsibilities include:

- take minutes at each meeting;
- distribute minutes to all Committee members within a week of the meeting once the minutes have been reviewed by the Chair;
- send draft minutes to the Town Liaison who will then forward to the Supervisor, Legislative Services for distribution to Council.

Councillor (voting member)

The role of the Councillor is to:

- provide updates from Council to the Committee on issues relevant to the Committee's purpose;
- represent Council as a whole; and
- update Council on Committee activities as required.

Event sub-committee member

The role of the sub-committee member is to:

- with the Town Liaison, review the previous year's event evaluation and assist in the organization of the event;
- recruit volunteers to the sub-committee;
- review past and current event budgets;
- attend Committee meetings and provide relevant updates on the event plans to the Committee;
- coordinate and assist volunteers during the event; and
- provide input for a written evaluation of the event and present evaluation to the Committee.

VII. Administration Support

1. Staff resources shall be coordinated through the Town Liaison to the Director, Recreation, Parks and Culture who will ensure resources are allocated as appropriate and reasonable.
2. Town Liaisons will:
 - be responsible for coordinating, advising and executing all aspects of Promotions Committee related plans and events as needed;
 - schedule meetings and notify Committee members; prepare agendas in consultation with the Chair, and distribute the agenda one week prior to the meeting;
 - send draft meeting minutes to the Supervisor, Legislative Services for distribution to Council;
 - act as the liaison between Administration and the Committee;
 - develop, manage, and approve all Committee expenditures, contracts, and permits;
 - prepare the Committee's annual budget with assistance from the Committee;
 - prepare annual events presentation for Council in collaboration with the Chair;
 - coordinate event advertising; and
 - coordinate sponsorship requests.
3. Resources will be allocated in accordance with the annual budget, with the Town Liaison authorizing all Committee expenditures.

VIII. Force and Effect

1. This bylaw shall come into force and effect upon receiving third reading and being signed.

READ A FIRST TIME IN COUNCIL THIS 8th day of November, 2016.

READ A SECOND TIME IN COUNCIL THIS 13th day of December, 2016.

READ A THIRD AND FINAL TIME IN COUNCIL THIS 13th day of December, 2016.



Mayor



Chief Administrative Officer