

1. WELCOME AND CALL TO ORDER

- 1.1 Welcome
 - 1.2 Call to Order
 - 1.3 Review of Agenda
-

2. LAND ACKNOWLEDGEMENT

- 2.1 Treaty Six Land Acknowledgement - Blackfalds Town Council acknowledges that we are on Treaty Six Territory, a traditional meeting ground, gathering place, and travelling route to the Cree, Saulteaux (So-toe), Blackfoot, Métis, Dene (De-nay) and Nakota Sioux (Sue). We acknowledge all the many First Nations, Métis, and Inuit whose footsteps have marked these lands for centuries.
-

3. PRESENTATIONS

- 3.1 Boys and Girls Club of Wolf Creek - *Beth Reitz*
-

4. BUSINESS

- 4.1 Request for Direction, Mayor for a Day Program Review
 - 4.2 Request for Direction, Council Policy - Special Event Permit
 - 4.3 Request for Direction, Council Policy - Social Media
 - 4.4 Request for Direction, Bylaw 1295.24 - Access to Information Bylaw
 - 4.5 Request for Direction, Bylaw 1296.24 - Records & Information Management Bylaw
-

5. CONFIDENTIAL

None

6. ADJOURNMENT

Future Meetings/Events:

- Regular Council Meeting – March 26, 2024
- Regular Council Meeting – April 9, 2024

MEETING DATE: March 18, 2024
PREPARED BY: Danielle Nealon, Executive & Legislative Coordinator
PRESENTED BY: Beth Reitz, Wolf Creek Public Schools
SUBJECT: **Boys and Girls Club of Wolf Creek**

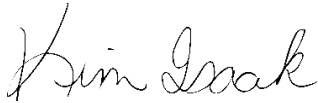
BACKGROUND

Beth Reitz will provide an overview and presentation to Council on the Boys and Girls Club of Wolf Creek.

ATTACHMENTS

- *Boys and Girls Club of Wolf Creek Presentation*

APPROVALS



Kim Isaak,
Chief Administrative Officer



Department Director/Author



**OPPORTUNITY
CHANGES
EVERYTHING**

Opportunity Changes Everything



**Town of Blackfalds
Presentation**





our mission

To provide safe, supportive places where children and youth can experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

our vision

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

our values



belonging

We welcome everyone in a safe, accepting environment based on belonging and positive relationships.



respect

We ensure that everyone—children, youth, families, volunteers, staff—is heard, valued, and treated fairly.



encouragement and support

We encourage and support every child and youth to play, learn, and grow to achieve their dreams.



working together

We work together with young people, families, volunteers, our communities, and government.



speaking out

We speak out for children, youth, and families so that we can make our world better.



BGC CLUBS ACROSS CANADA

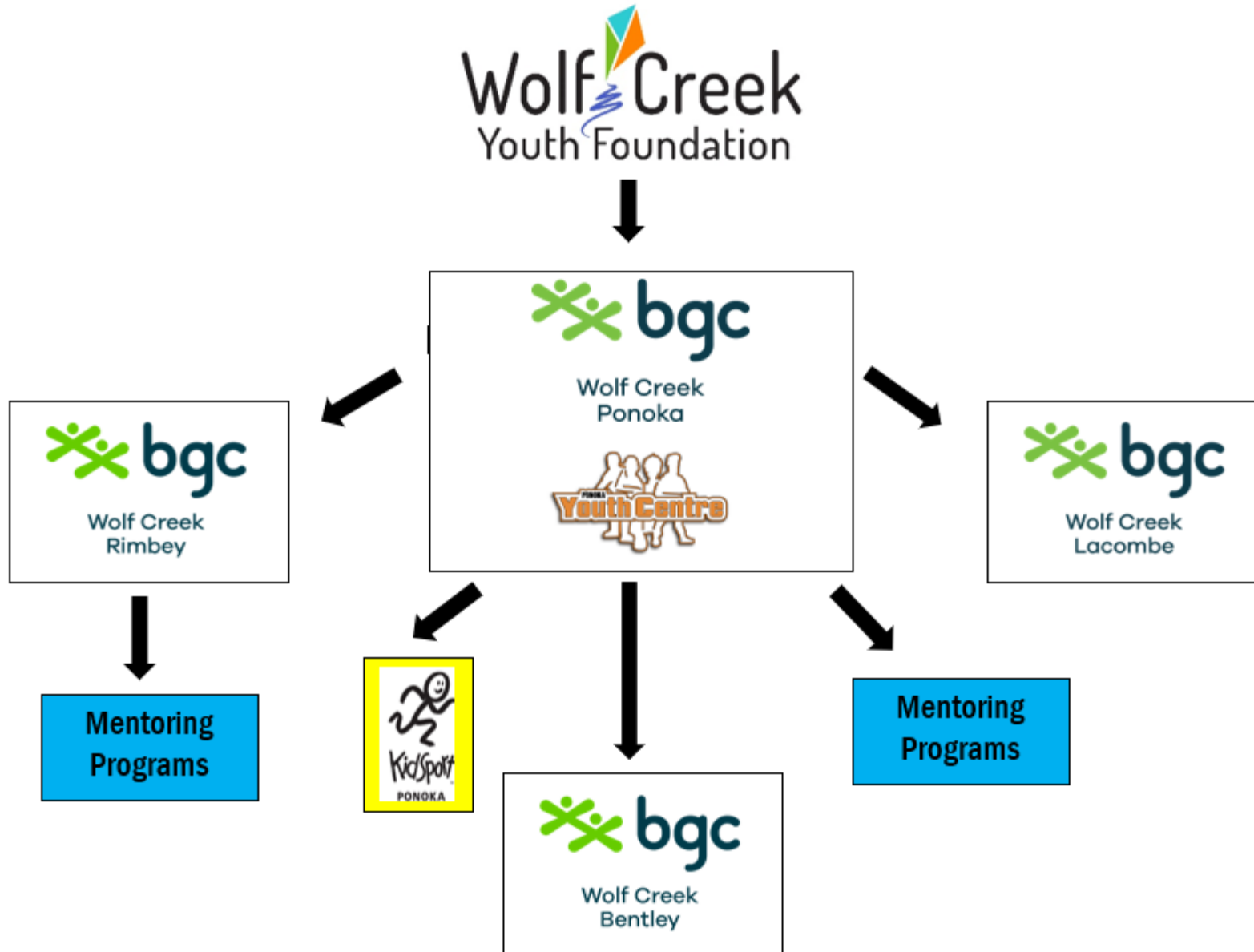


CLUB



COMMUNITY SERVED

Who We Are Locally!



after school programs



homework help

tutoring



scholarships

job readiness

volunteering

civic engagement

mentoring

digital literacy



stem education

financial education



summer camps



bgc

What Clubs do



mental health & wellness



physical fitness & sports

crime prevention

restorative justice

nutrition & food education

breakfast programs

healthy snacks & meals



youth leadership



6
Club locations

31,883
visits



95
In-School Mentoring Matches

80
volunteers
2,225
volunteer hours



25,750
healthy meals and snacks served

30
staff members

Because of our Club...

84%

of our youth say
they are more
excited to try new
things!

82%

of our youth say they
have more people to
spend time with!

74%

of our youth say they
feel like they matter to
more people!

77%

of our youth say they are
more comfortable being
themselves!

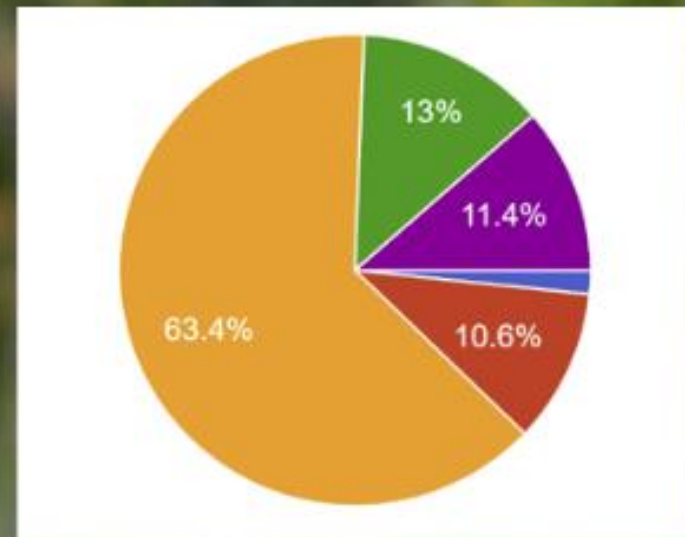
76%

of our youth say they are
more aware of the
feelings of others!



Why Blackfalds?

Out Of School Care Needs
Assessment Data

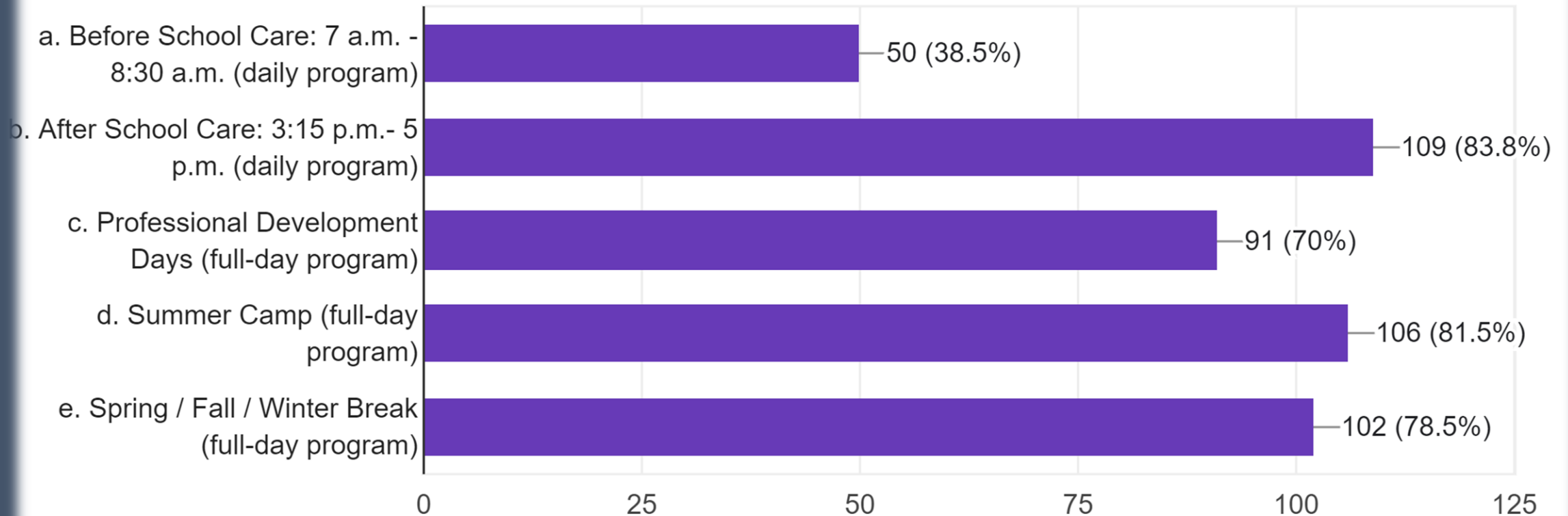


Blackfalds Out of School Care Needs Assessment

February 2024

Please select the programs that your family would access if they were available.

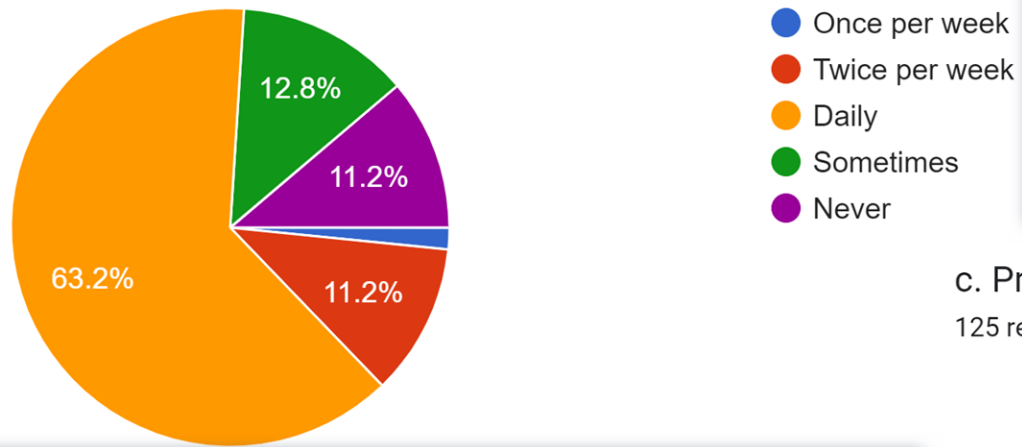
130 responses



Blackfalds Out of School Care Needs Assessment February 2024

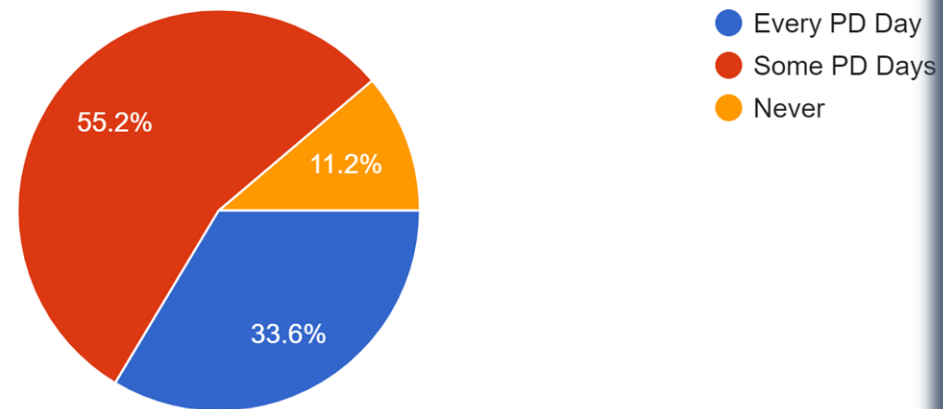
b. After School Care: 3:15 p.m.- 5 p.m. (daily program)

125 responses



c. Professional Development Days (full-day program)

125 responses

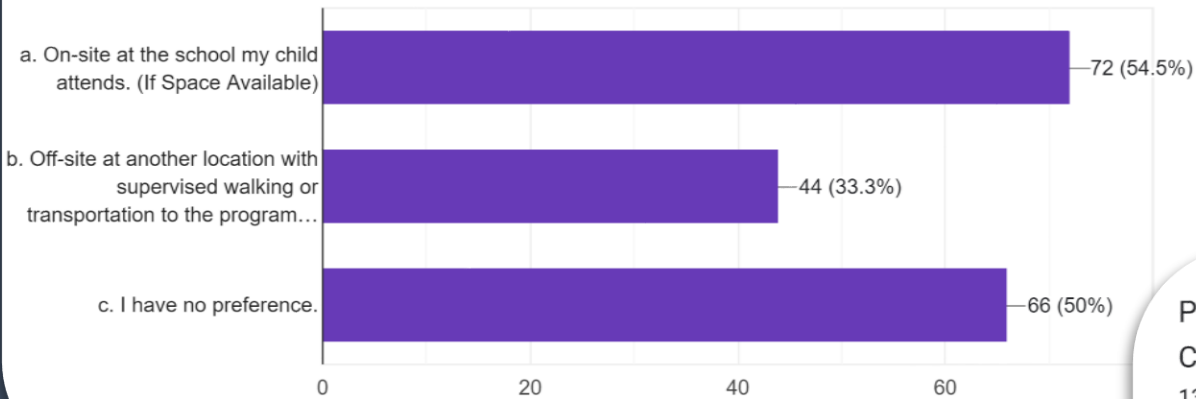


Blackfalds Out of School Care Needs Assessment

February 2024

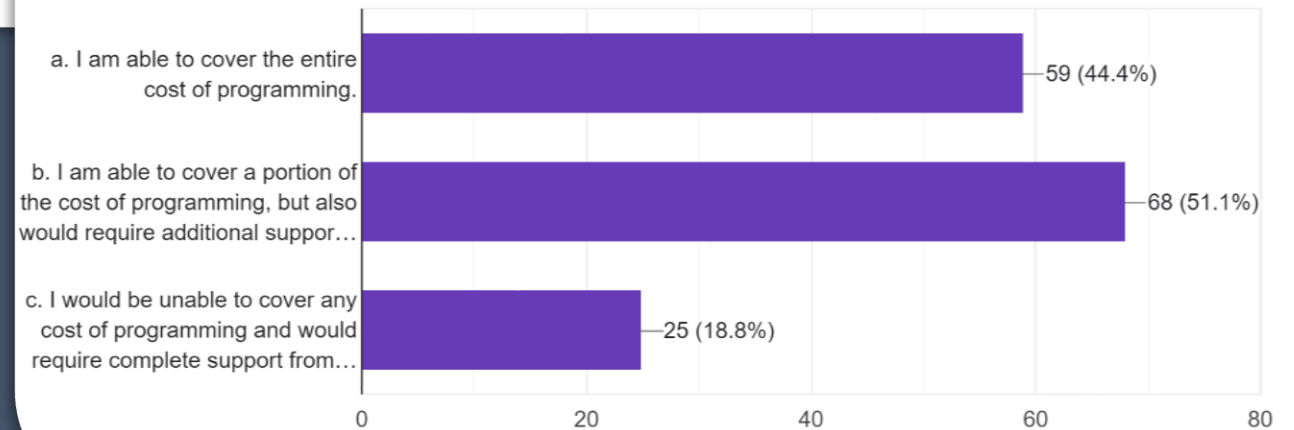
In helping to determine a potential site to house Out of School Care programs, please select the location your family would be most likely to use.

132 responses



Please select which of the following best describes your family's ability to pay for Out of School Care programming.

133 responses



OPPORTUNITY CHANGES EVERYTHING



Wolf Creek
Lacombe

SUBSIDY INFORMATION

GOVERNMENT CHILD CARE SUBSIDY AVAILABLE

Follow the link or QR code to apply



<https://applychildcaresubsidy.alberta.ca/>

DO YOU QUALIFY?

INFORMATION NEEDED TO APPLY

Income	Current Subsidy Rates Grades K to 6
\$0-\$49,999	\$366.00
\$50,000-\$54,000	\$348.00
\$55,000-\$59,999	\$311.00
\$60,000-\$64,999	\$275.00
\$65,000-\$69,999	\$238.00
\$70,000-\$74,999	\$201.00
\$75,000-\$79,999	\$165.00
\$80,000-\$84,999	\$128.00
\$85,000-\$89,999	\$92.00

Program Name: BGC Wolf Creek Lacombe Out of School Care

Estimated Number of Hours Needed: 50-100 hours

Estimated Cost: \$366.00 (maximum subsidy)

Once you are approved, please send your
confirmation to admin@bgcwfocreek.com

Speed Bumps



Money



Facility



Transportation



Our Request

In – Kind Assistance
Use of Community Centre
(Former Parent Link
Facility)



Financial Assistance
\$15,000.00
per year for
two years



 bgc



MEETING DATE: March 18, 2024

PREPARED BY: Danielle Nealon, Executive & Legislative Coordinator

PRESENTED BY: Danielle Nealon, Executive & Legislative Coordinator

SUBJECT: **Mayor for a Day Program Review**

BACKGROUND

The Mayor for a Day Program is an exciting initiative that allows young residents in Grade 6 of Blackfalds to step into the shoes of our Mayor for the day. This program aims to foster civic engagement, inspire future leaders, and strengthen the bond between our community's youth and local government with a deeper understanding of local governance.

DISCUSSION

The program is open to Grade 6 students who reside within the Blackfalds town limits. Interested students must submit a brief essay, poster, letter, etc., with two ideas (programs or policies) they have to improve the Town of Blackfalds.

The Mayor for a Day package is advertised to parents through social media, on our Council web page, and sent to school administrators for dissemination.

Town Council members review submissions and select one student each year to serve as "Mayor for a Day." The chosen student will call a Council Meeting to order, receive Town SWAG and spend an entire day shadowing Mayor Hoover during Blackfalds Days. The day begins with the Councillors' Pancake Breakfast, riding in the annual parade, participating in the Servus BBQ, and attending the Kidz Zone after lunch.

Last year, due to minimal submissions, Council expressed a desire to increase participation in the program. With Mayor for a Day quickly approaching, below are some recommendations to consider in raising awareness of the program and participation:

- Increase program awareness through school presentations, social media, and community events.
- Collaborate with local schools to integrate the Mayor for a Day program into the curriculum, following the annual Grade 6 tours.
- Consider extending the program to Grades 6-9 students for this year and to Grade 11 next year when we have our high school students.
- Consider accepting single and group applications.
- Consider adding a Pre-Council Meeting Meet and Greet-Pizza Party with Council before calling the Regular Meeting to order.

Alternatively, keep the program the same this year and gauge participation or cancel the program for this year and gauge feedback from the students on how this program can be enhanced as well as seeking ideas from other municipalities who offer a similar program.

FINANCIAL IMPLICATIONS

Amounts are budgeted annually for SWAG and Blackfalds Day events. Increasing the prize to include a pizza party would be around \$200.

ADMINISTRATIVE RECOMMENDATION

- | |
|--|
| <p>1. That Standing Committee of Council provide direction on the Mayor for a Day Program.</p> |
|--|

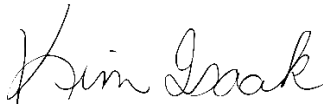
ALTERNATIVES

- a) That Standing Committee of Council refer this item back to Administration for more information.

ATTACHMENTS

- *2023 Mayor for a Day Package*

APPROVALS



Kim Isaak,
Chief Administrative Officer



Department Director/Author

GET READY TO BE

MAYOR

FOR A DAY



WHAT WE NEED FROM YOU

What are two ideas (programs or policies) you have to improve the Town of Blackfalds??

- Include what challenge your idea will address and how.
- What are the resources/materials and costs needed to make your idea a reality?
- How did you come up with your ideas?

SERVE ON COUNCIL

JOIN THE PANCAKE BREAKFAST

RIDE IN THE PARADE



PHOTOS: 2022 MAYOR FOR A DAY EMMA CITRIGNO

Submit your answer by **Monday, May 15**
in one of the following formats:

- Letter
- Campaign Ad
- Brochure
- Poster
- Short Essay
- 30 sec. Video

For details contact:

- Your teacher
- info@blackfalds.ca
- 403.885.6248





2021 - 2025 Town Council
L-R: Edna Coulter, Laura Svab, Mayor Jamie Hoover, Brenda Dennis, Jim Sands, Marina Appel and Rebecca Stendie.

TOWN OF BLACKFALDS 2023 MAYOR FOR A DAY CRITERIA

2023 Question: What are two ideas (programs or policies) you have to improve the Town of Blackfalds?

Guidelines:

- Application Deadline: Monday, May 15 at 4:30pm
- Each entry to the Town of Blackfalds Mayor for a Day contest must include a completed submission form and an answer to the question.
- Submissions will be accepted in the form of a letter, campaign ad, brochure, poster, short essay or 30 second video.
- The contest is open to all Grade 6 students who reside in the Town of Blackfalds and is open to students who attend schools in another division.
- One winner will be chosen based on their submission and will be named 2023 Mayor of Blackfalds for a day.
- Submissions will not be returned and will become the property of Town of Blackfalds.

Judging details:

Submission must be received by the deadline and will be judged on creativity and originality.

Prize details:

- The top 3 entries will be notified by Friday, May 19 and invited to attend the Regular Council Meeting on Tuesday, May 23 in Council Chambers at the Civic Cultural Centre (Town Office), where the presentation for 2023 Mayor for a Day will be announced.
- Mayor for a Day items as chosen by the Town of Blackfalds.
- The 2023 Mayor for a Day will attend selected events and represent the Town in the Blackfalds Days Parade (Saturday, June 17). An itinerary of events will be shared in advance.

The Office of the CAO administers this initiative on behalf of the Mayor.
Questions or comments should be directed to 403.885.6248.

Box 220 | 5018 Waghorn Street
Blackfalds, AB | T0M 0J0
Phone | 403.885.6248
Fax | 403.885.4610
Email | info@blackfalds.ca
www.blackfalds.ca



2021 - 2025 Town Council
L-R: Edna Coulter, Laura Svab, Mayor Jamie Hoover, Brenda Dennis, Jim Sands, Marina Appel and Rebecca Stendie.

TOWN OF BLACKFALDS 2023 MAYOR FOR A DAY ITINERARY

Saturday, June 17, 2023

7:00 - 10:00 AM | Councillor's Pancake Breakfast

Blackfalds Community Centre | 4810 Womacks Rd

- We will be up early to assist, prepare, serve and clean alongside Councillors and Staff.
- Admission for the breakfast is by donation and a Food Bank donation box will be on site.

11:00 AM | Parade (Marshalling begins at 10:30am)

4618 East Railway Street

- Arrive at Parade Marshalling Site on East Railway Street.
- You will be accompanying Mayor Hoover and members of Council to the dignitary vehicle staged near the front of the parade line up. Members of Council and staff will be walking the parade route and handing out candy, which you can assist with.
- Please remember to dress for the weather, wear closed toed shoes and be sure to wear your 2023 Mayor for a Day t-shirt (in your new backpack)!

12:00 - 1:00 PM | Servus Credit Union BBQ

Servus parking | 4906 Broadway Ave

- At conclusion of the parade, you are welcome to accompany the Mayor and Council to lunch, on the likelihood of their attendance.

12:00 - 4:00 PM | Kidz Zone

Eagle Builders Centre | 5302 Broadway Avenue

- At the conclusion of lunch, you are welcome to attend the Kidz Zone. The Kidz Zone for 2023 includes a petting zoo, bouncers, face painting, and more!
This is a FREE event.

As 2023 Mayor for a Day, you are welcome and encouraged to attend any events around Town beyond what we have scheduled for you on Saturday. There are many events around Town that you are sure to enjoy throughout the weekend.

Congratulations on your excellent ideas! We know you will be a great Mayor for a Day and we really hope you enjoy representing the Town of Blackfalds.

Sincerely,

Mayor Jamie Hoover, Town of Blackfalds

Box 220 | 5018 Waghorn Street
Blackfalds, AB | T0M 0J0
Phone | 403.885.6248
Fax | 403.885.4610
Email | info@blackfalds.ca
www.blackfalds.ca



2021 - 2025 Town Council
L-R: Edna Coulter, Laura Svab, Mayor Jamie Hoover, Brenda Dennis, Jim Sands, Marina Appel and Rebecca Stendie.

TOWN OF BLACKFALDS 2023 MAYOR FOR A DAY SUBMISSION FORM

Each entry to the Town of Blackfalds Mayor for a Day contest must include a completed submission form. The 2023 Mayor for a Day will attend selected events and represent the Town in the Blackfalds Days Parade (Saturday June 17, 2023) and will receive selected items to wear and to keep.

Entries will be received until Monday, May 15. The top 3 entries will be notified by Friday, May 19 and invited to attend the Regular Council Meeting on Tuesday, May 23, 2023 (in Council Chambers at the Civic Cultural Centre), where the winner and runners-up will be announced.

For more information, please call 403.885.6248.

2023 Question:

What are two ideas (programs or policies) you have to improve the Town of Blackfalds?

Student's name: _____ Age: _____

Home address: _____

Phone number: _____ Email address: _____

Parent/Guardian's Name: _____

Parent/Guardian's Signature: _____

Name of School you attend: _____

Teacher's name: _____ Teacher's email: _____

Submissions will not be returned and will become the property of Town of Blackfalds.

Please submit entries by the deadline Monday, May 15 at 4:30pm to:

"2023 Mayor for a Day"
Town of Blackfalds, Box 220, 5018 Waghorn Street, Blackfalds, AB T0M 0J0
Phone | 403.885.6248 / Fax: 403.885.4610
Email | info@blackfalds.ca

MEETING DATE: March 18, 2024
PREPARED BY: Rick Kreklewich, Director of Community Services
PRESENTED BY: Rick Kreklewich, Director of Community Services
SUBJECT: **Council Policy - Special Event Permit**

BACKGROUND

The Special Events Permit Bylaw 942/03 was given Third Reading on April 8th, 2003, as resolution number 117/03. Since that time, the Bylaw has not undergone a review, and there are several provisions that require updating and the Bylaw is overdue to be reviewed by Council.

DISCUSSION

Administration has undergone an initial review of the Bylaw and determined that it is better suited as a Council Policy than a Bylaw as it allows more flexibility and adaptability if required.

In replacement of the Bylaw, Administration is proposing a Council Policy with expanded Special Events Permit Guidelines and an Application document to request more information from event organizers. Having more information on the application provides the Town with a better understanding of the event and ensures the event organizer considers multiple aspects of their event. The Policy and Application documentation has been reviewed by the Senior Management Team as events may impact all areas. Administration is now seeking Council's direction on the implementation of this Policy.

FINANCIAL IMPLICATIONS

N/A

ADMINISTRATIVE RECOMMENDATION

That Standing Committee of Council consider the following motion:

1. That Standing Committee of Council recommends bringing forward Council Policy - Special Events Permit to the March 26, 2024, Regular Council Meeting for consideration and a Bylaw to repeal the Special Events Permit Bylaw 942/03.

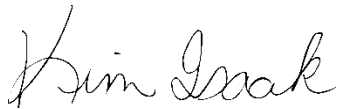
ALTERNATIVES

- a) That Standing Committee of Council refers this Policy back to Administration for additional information and/or amendments.

ATTACHMENTS

- *Special Event Permit Bylaw 942/03*
- *Council Policy - Special Event Permit*
- *Special Event Permit Guidelines & Application*

APPROVALS



Kim Isaak,
Chief Administrative Officer



Department Director/Author

**TOWN OF BLACKFALDS
BYLAW 942/03**

BEING A BY-LAW OF THE TOWN OF BLACKFALDS IN THE PROVINCE OF ALBERTA FOR THE PURPOSE OF CLOSING PUBLIC TRAVEL AND PORTIONS OF A PUBLIC HIGHWAY OR OTHER PROPERTY IN THE TOWN FOR THE PURPOSE OF A SPECIAL EVENT, PARADE OR PROCESSION.

A Bylaw of the Town of Blackfalds, in the Province of Alberta, pursuant to the provisions of the Municipal Government Act being Chapter m-26.1 of the Revised Statutes of Alberta 1994 and amendments thereto.

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

PART I- TITLE

This By-Law may be cited as "Special Events Permit By-Law."

PART II- DEFINITIONS

- 2.1 **Parade, Procession, Race or Display** means any group of pedestrians or vehicles or a combination of pedestrian and vehicles other than a funeral or military processions, marching, walking, running, standing, proceeding or riding upon Town property or a highway within the Town;
- 2.2 **Promotion** means one or more persons gathered for the purpose of soliciting, protesting, rallying, entertaining, evangelizing or selling goods or services;
- 2.3 **Special Event** means a promotion, parade, procession, race or display that requires use of Town property or a highway within the Town.

WHEREAS application has been made to the Town to have the highway closed, and

WHEREAS the Council of the Town of Blackfalds deems it expedient to provide for a bylaw for the purpose of delegating authority for the issuance of Special Event Permits to allow for closing to public travel certain roads, or portions thereof, situated in the said municipality and

WHEREAS, notice of the intention of Council to pass a bylaw has been given in accordance with Section 606 of the Municipal Government act, and

WHEREAS, Council was not petitioned for an opportunity to be heard by any person claiming to be prejudicially affected by the bylaw.

PART III PERMIT NECESSARY

- 3.1 No person or organization shall hold, organize or take part in any Special Event on a highway without first obtaining a Special Event Permit from the Chief Administrative Officer of the Town.
- 3.2 (a) Notwithstanding anything in this By-Law, a procession of vehicles within the Town that is part of a military or funeral procession does not require a permit, but must comply with the provisions of the Highway Traffic Act.
- (b) Vehicles in a funeral procession may enter an intersection without stopping provided they comply with the provisions of the Highway Traffic Act.
- 3.3 Every participant in a Special Event and the organization and leaders thereof shall be guilty of an offence for each violation of Section 3.1.
- 3.4 Any person desiring to hold a Special Event on Town property or a highway within the Town shall apply in writing to the Chief Administrative Officer at least 4 weeks prior to the proposed date of the event. The application shall include the following information:

Handwritten initials

- (a) the name, address and telephone number of the applicant and, if the applicant is an organization, the names, addresses and occupations of the executive thereof;
 - (b) a signed undertaking from the person who will be in control of the event, agreeing to be responsible for the good order and conduct thereof;
 - (c) the nature and object of the Special Event;
 - (d) the date and time during which the Special Event is proposed to be held;
 - (e) the intended route or area proposed to be covered by the Special Event
 - (f) the approximate number of people and/or vehicles anticipated to take part in the event
 - (g) any other information required by the Chief Administrative Officer.
- 3.5 Where an event requires the partial or complete closure of a road or other public area, then and applicant must pay all costs incurred by the Town in connection with the event including advertising, signage, barricading and staff time in respect of road closure and traffic control measures.
- 3.6 On receipt of a completed application the Chief Administrative Officer shall issue a Special Event permit unless, in the reasonable opinion of the C.A.O.;
- (a) there are grounds to believe that the event will substantially and unreasonably interfere with the right of members of the public to use Town roads for the free passage of persons and vehicles; or
 - (b) the event constitutes a danger to the health and safety of the public or to the security of property.
- 3.7 The Chief Administrative Officer may add conditions to a Special Event Permit which are reasonably necessary to ensure the safety of the public, protection of property and the orderly conduct of the event. Such conditions may include a requirement for the provision of liability insurance.
- 3.8 Nothing in Sections 3.1 through 3.6 shall be construed as prohibiting the assembly of persons for the purpose of watching a Special Event duly authorized by the Chief Administrative Officer.
- 3.9 The Chief Administrative Officer may issue permits for Special Events. These permits will contain such directions to the applicant as the C.A.O. considers necessary to prevent unnecessary and unreasonable obstruction of highway or to prevent a breach of the peace.
- 3.10 The Chief Administrative Officer may direct the temporary closure of highways, parking lots and/or any other Town property during a Special Event where, in the sole discretion of the C.A.O., such temporary closure is desirable for the public safety.
- 3.11 If the Chief Administrative Officer refuses to issue a Special Event Permit, the applicant may appeal to Council. Council may direct the issuance of such permit subject to the provisions of this By-Law and such other conditions as it deems necessary.

And furthermore, no person shall obstruct, impede or inconvenience vehicular or pedestrian traffic or a permitted Special Event;

NOW THEREFORE BE IT RESOLVED that the Council of the Town of Blackfalds in the Province of Alberta does hereby authority to the Chief Administrative Officer or designated other as outlined in the Policy known as "*Special Event Permits*" to close to public travel for the purpose of special events, promotions or parades the highways, roads, parks or other Town property, subject to rights of access granted by other legislation

This By-law shall come into full force upon third and final reading.

READ for the first time this 8 day of April A.D. 2003

(RES. 114/03)



C.E.O. WAYNE TUTTY



C.A.O. R. L. COAD

READ for the second time this 8 day of April A.D. 2003

(RES. 115/03)



C.E.O. WAYNE TUTTY



C.A.O. R. L. COAD

READ for the third and final time this 8 day of April A.D. 2003

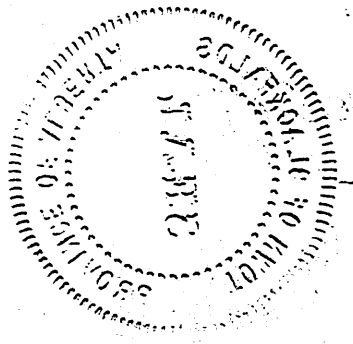
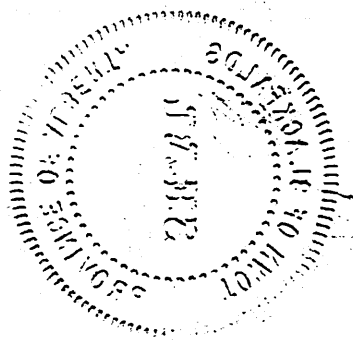
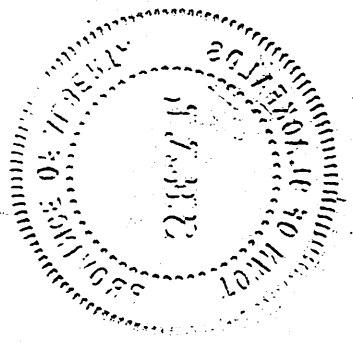
(RES. 117/03)



C.E.O. WAYNE TUTTY



C.A.O. R. L. COAD



(mirrored)

(mirrored)

(mirrored)

GUIDELINES

Purpose

The Town of Blackfalds aims to streamline the special event process to ensure consistency, convenience and safety for the Special Event Organizer, attendees and public at large. These guidelines serve to detail the requirements for holding special events within Town properties and public places.

What is a Special Event?

A special event is a one-time, annual, or infrequent occasion that may impact town operations, infrastructure, or services, such as festivals, parades, concerts, exhibits, sporting events, etc. and take place on public lands. Please fill out a Special Event Application (Appendix A) if your event includes any of the following factors:

- Impact on traffic/pedestrian flows
- Partial/full road closures or public open space closures
- Alcohol being served to the public at large
- Fireworks or pyrotechnic displays
- Large crowds (over 200 people) in attendance
- Amplified sound
- Stages or large tents
- Amusement rides or inflatables
- The nature of the event could present a risk to public safety

You will not be required to fill out a Special Event Application if you are holding an event on private property for invited guests only (ie. wedding, birthday party, family gathering) and does not impact Town services.

Special Events Application

The Special Events Application form must be completed and submitted within the following time frame based on the event type as outlined below:

Event Type	Description	Application Deadline	Cost
A	Parades/Special Events held on major roadways as designated in the Special Event Approval Policy. The Community Services Department must have a minimum of 15 working days advance notice to arrange barricading and signage if roads are to be closed.	3 months prior to event date	No Processing Fee
B	Parades/Special Events held on all other roadways. The Community Services Department must have a minimum of 5 working days advance notice to arrange barricading and signage if roads are to be closed.	2 months prior to event date	No Processing Fee
C	Special Events held on all other city property, including parking lots, parks, trails, playgrounds, etc. Community Services Department may install barricades or other devices as required.	1 month prior to event date	No Processing Fee

It is important that we receive the application as per the deadlines listed to provide adequate time for all Administrative Departments and Council to review the application. The Town reserves the right to request additional information or documentation regarding the applicant, organization, sponsors, event participants, event vendors, event activities or the event itself.

General Procedures & Guidelines

All legislation, bylaws and regulations must be adhered to by the Special Event Organizer, including, not but limited to:

- Business License Bylaw
- Land Use Bylaw
- Community Standards Bylaw
- Traffic Bylaw
- Fire Protection Bylaw
- Applicable permits/licenses/approval for beverage and food services, sale and consumption of alcohol, discharge of fireworks, etc.

A list of bylaws can be found on the Town website at www.blackfalds.ca/p/bylaws-policies.

The Special Event Organizer is required to provide evidence of all necessary licenses/permits required to operate the event prior to the event. The Special Event Organizer is responsible for meeting all requirements of the Town of Blackfalds, including bylaws and policies as well as any regulatory approvals required by outside agencies. The Special Event Organizer is responsible for any fees incurred for permitting/licensing or costs associated for additional Town staff requirements.

Facility Bookings

Prior to submitting your Special Event Application, please ensure that all facility spaces have been reserved for your event. To book a facility, please contact Guest Services at guestservices@blackfalds.ca. Information packages for facilities are available on our website, please review the information provided in these documents prior to booking.

Insurance

The Special Event Organizer must obtain and provide a copy of a valid certificate of insurance, showing a minimum liability amount of \$2,000,000. The Town of Blackfalds must be named as an additional insured for the date(s) of the event.

Site Plan/Traffic Accommodations

A detailed site map (layout) and/or traffic accommodation plan must be submitted along with the Special Events Application where activities will occur within the Town's road right-of-way. If you require a map of a particular area, an updated map of Blackfalds can be found at www.blackfalds.ca/p/maps under the Town of Blackfalds Parcel Map link.

Road Closures - If temporary street closures, sidewalk closures, and/or parking restrictions are required and/or will impact traffic/pedestrian flows, the Special Event Organizer must indicate the area requested for street/sidewalk closure. Please include street name(s) and time periods on the Special Events Application.

Parking Lot Closures – A parking lot map must be submitted that clearly shows parking, driving lanes, location of booths and a detailed event layout. This map will be the basis for the inspections of fire, safety, and first aid requirements deemed necessary by the Town of Blackfalds.

Green Space Closures – If your event requires the closure of a green space, please indicate the area being requested and the purpose for the use of the space. When booking green spaces, consider the activity, not just during the event but access to the event and clean up after the event. Safety and security will need to be included in the outline. Each activity type will require an assessment of their appropriateness for public property.

All traffic control devices (i.e. signs, delineators, barricades) must be marked on map along with the Traffic Accommodation Plan provided in the application for our review. If you require traffic control devices for your event, please contact the Director of Community Services to check for availability. If traffic control devices are available for your use, it will be the responsibility of the Special Event Organizer to arrange pick up and return. If devices are lost or stolen, the applicant will be responsible for the cost to replace the device.

Site Plan – A detailed site plan of the specific locations of activities and amenities (including dimensions where applicable) must be included in your application. Amenities that should be depicted include, but are not limited to:

- temporary structures such as tents, air-supported structures/inflatables, staging, retail booths
- washroom locations (fixed/portable) and handwash stations
- first aid station
- fencing (fixed/portable)
- security locations
- licensed consumption area (ie. beer gardens)
- vehicle/pedestrian access/egress and vehicle parking areas
- vehicle and/or equipment staging areas
- food/beverage services and mobile food/beverage services
- fire/emergency lane
- amusement rides
- fireworks
- spectator seating/viewing area including tables and chairs
- vendor area
- traffic control devices
- event signage
- power access

These maps/plans must be submitted along with the Special Events Application as per the deadline to ensure a comprehensive review is completed and a safe and effective plan is in place for the event. Site plans must be approved prior to any event setup. No modification of the setup shall occur once the approved plan has been established without written approval.

Temporary Structures/Tents

If you are planning to have any temporary structures installed within the event area, please indicate that on the application form. Please contact Alberta First Call to arrange utility locations in cases where spiking or staking is required for the temporary structure installation. The Town is responsible for locating its water, wastewater and stormwater infrastructure and applicants must submit a Utility Locate Request through the Town's Service Request Portal. The Town is not registered with Alberta First Call. If a temporary structure is secured by sandbags or blocks, please ensure that the area is secure and that tripping hazards have been eliminated.

All tent structures being used near an open flame or for cooking purposes must meet all flammability requirements as per the Canada Consumer Product Safety Act (CCPSA). Tents being used for shade and rain cover do not require flame retardant materials. Licensed tents may require Occupant Load Certificates calculated by the Fire Chief or designate and posted at the principal entrance.

Special Event Organizers are encouraged to monitor weather conditions throughout the event to ensure the safety of those in attendance in relation to erected temporary structures.

Inflatable Structures

Permits will not be issued for structures not governed by the building code such as bouncy castles or other inflatable play structures, trampolines, slides, rope courses and climbing walls. Approval may be required from AEDARSA, and safety protocols should always be followed.

Food/Beverage Services

If you plan on having food/beverage services as part of your event, you may have to obtain a permit and licensing through Environmental Public Health (EPH) at Alberta Health Services. Please visit the EPH website page at www.albertahealthservices.ca/eph/Page13999.aspx to learn more about planning your event with food/beverage services. We encourage Special Event Organizers to review the information packages on the EPH website to prevent any unforeseen delays in hosting your event.

As food services may involve open flames, hot equipment, electrical connections, cooking oils, propane, flammable liquids, cleaning chemicals, engine oil and combustible products, you may be required to have an inspection from our Fire Services Department.

If your event includes alcohol sales, please visit the Alberta Gaming, Liquor and Cannabis website (aglc.ca/liquor/liquor-licences) to determine the type of license required for your event.

Mobile Food/Beverage Services

If you plan on having mobile food/beverage services at your event such as food trucks, trailer cooking units or food carts, you may have to obtain a permit and licensing through

Environmental Public Health (EPH) at Alberta Health Services. Please visit the EPH website page at www.albertahealthservices.ca/eph/Page13999.aspx to learn more about planning your event with mobile food services.

Fireworks/Open Fire

The Special Event Organizer shall contact the Town of Blackfalds Fire Department to apply for a permit to discharge fireworks and/or to have an open fire (i.e. fire pits). A copy of the Fire Permit must be submitted to the Town prior to the event. The Special Event Organizer must carry a copy of the permit and present it upon request.

The Special Event Organizer must comply with the Town of Blackfalds Fire Bylaw and the Alberta Fire Code for the use of fireworks.

Emergency Services/First Aid/Security

When planning your event, please keep in mind that emergency access to parks, driveways, walkways and thoroughfares as well as parking lots must be maintained at all times during event. Emergency vehicle access must be noted on all site plans.

As facilities allow, Special Event Organizers must provide a barrier free environment for visitors to the event with special needs. Clearly marked signage is required for visitors requiring special services. Handicap parking spaces, identified viewing areas and washroom facilities that are accessible, including portable toilets are to be located in areas for ease of access if possible. It is strongly recommended that the Special Event Organizer provide certified first aid service on site during the operating hours of the event for attendees, volunteers and staff.

The applicant is responsible for the behavior of event participants and is responsible for ensuring appropriate security measures are in place. Security personnel should be experienced and capable of handling the situations which they may face. They should be scheduled and have a main focal point for communication in emergency situations and the emergency services personnel should they be called for assistance.

Emergency Action Plan

An Emergency Action Plan will be required to be submitted as part of your application package, for any events being held on public lands. The amount of detail required will vary for each event.

Suggestions include but are not limited to the following:

- Location of access for Emergency Vehicles
- Location of exits
- First Aid Services
- A contact person designated for the Special Event who will be on-site for the duration of the event.

Clean Up

The Special Event Organizer is responsible for leaving the area clean and litter-free and is responsible for any property damage that may occur during the event. The Town of Blackfalds encourages the recycling of materials such as cans and bottles. The clean up and removal of garbage is to be completed immediately following the event. The Special Event Organizer may be charged for any clean up costs incurred by the Town of Blackfalds to restore the location for regular use by the public following the event.

Community Initiatives Grant Program

Special Event Organizers may apply for the Community Initiatives Grant Program offered by the Town of Blackfalds each fiscal year. Funding for this grant is limited and based on a first-come, first-serve basis and reviewed by the Recreation, Culture and Parks Board and approved by Town Council.

Advertising

Before placing signage for your event, please ensure that you have reviewed the Sign Development Permit Application and have all the necessary permitting to display your signage. Signage may not be attached to trees, furniture, existing signs or interior/exterior walls. All signage must be removed at the conclusion of the event.



Special Event Permit Guidelines & Application

The Town of Blackfalds offers digital advertising on the sign located at the corner of Park Street and Highway 2A. If you would like to advertise your event on that sign, please contact the Marketing & Communications Department at marketing@blackfalds.ca.

SPECIAL EVENT PERMIT APPLICATION

**Please refer to the Special Event Permit Guidelines prior to filling out this application*

APPLICANT INFORMATION

Organization
Name:

Name of Event
Organizer:

Phone
Number:

Mailing Address
& Postal Code:

Email
Address:

Event Day On-Site
Supervisor:

Cell
Phone:

GENERAL EVENT INFORMATION

Event Name:

Event Date(s):

Location:

Event Start Time:

Event Finish Time:

Set-up to begin on:

Time:

AM/

PM

Takedown to end by:

Time:

AM/

PM

Number of Participants:

Number of Spectators:

DESCRIPTION OF EVENT

Personal information on this form will be used strictly for obtaining the prescribed consent. This information is collected under the authority of Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) and will be protected under Part 2 of the Act. Questions regarding the collection and use of this information may be directed to the Records Management & FOIP Coordinator at foip@blackfalds.com or by phone at 403.885.6370.

DETAILED EVENT INFORMATION

**All event information is subject to the approval of the Town of Blackfalds*

Will your event include any of the following:

Food and Non-alcoholic Beverages?

YES

NO

If YES, will they be sold or served?

SOLD

SERVED

Alcoholic Beverages:

YES

NO

If YES, will they be sold or served?

SOLD

SERVED

Merchandise Sales:

If YES, please specify what will be sold:

YES

NO

Will donations in any form be solicited/accepted?:

YES

NO

If YES, please specify the means of solicitation:

Do you plan to erect temporary structures/tents:

YES

NO

If YES, describe and give the quantity along with the sizes of each:

**Call Alberta First Call at 1.800.242.3447 to arrange utility location where spiking or staking is requested.*

Stages, Inflatable Structures, Portable Toilets, Dumpsters, Fences and Barricades, and other structures:

If you are planning to erect, install, or use any of these structures, please describe sizes and quantities of individual structures:

DETAILED EVENT INFORMATION

Promotional Signs or Banners:

Do you plan to use promotional signs or banners? YES NO

If YES, please specify sign size, sign type and how many:

Amplified Sound:

**Must comply with the Community Standards Bylaw*

Do you plan to use any device to amplify sound? YES NO

If YES, please specify what type: LIVE RECORDED

Will you require access to electrical power? YES NO

If YES, please specify where, for what purpose, and the amperage/voltage required:

Will your event require security? YES NO

If YES, please specify what security measures have been planned:
(Ex. Overnight security provided by event volunteers, or hiring of security company, etc.)

First Aid / Emergency Response Planning:

Please outline your plan for first aid services and emergency response/evacuation in case of an incident:
(Feel free to attach a separate Emergency Response Plan, if applicable)

Are you requesting permission to operate vehicles on Blackfalds parks or trails? YES NO

**There are no motorized vehicles permitted on the Town of Blackfalds parks or trails.
 The Town of Blackfalds may consider granting vehicle access if there is a reasonable request by the event organizer*

If YES: Number of Vehicles: Type(s) of Vehicles:

DETAILED EVENT INFORMATION		
Will your event feature any pyrotechnic devices?	YES	NO
<i>*If YES, please contact Blackfalds Emergency Services at 403.885.4144</i>		
Special Considerations (ex. Horse Drawn Carriage):	YES	NO
If YES, please specify details:		
Will your event require the full or partial closure of roads or streets?	YES	NO
If YES, list the name of all roads/streets requested for full or partial closure:		
Specify timeframe involved in closures: <i>* Attach a map of road closure locations, including where the barricades should be places</i>		

Route Map

If your event is a Run, Walk, Parade or other activity in which participants will be following a course, then you must attach a separate map of the proposed route. All proposed routes are subject to review from Town of Blackfalds Administration.

Site Map

Please provide a site map that indicates the precise location of all sources of amplified sound, temporary structures/tents, stages, inflatables, portable toilets, dumpsters, fences, barricades and other structures, proposed driving paths for all equipment and supply vehicles, location of alcohol, food and merchandise service. All site maps are subject to the approval of The Town of Blackfalds.

Insurance

Valid certificate of insurance, showing a minimum liability amount of \$2,000,000.00 and will include the Town of Blackfalds as an additional insured for the date(s) of the event.

Emergency Response Plan

Please provide a plan of how you intend to deal with an emergency situation or the potential evacuation from the site.

APPLICANT

Each party shall indemnify and save harmless the other party to the Agreement, its officers, agents and employees from and against all claims, demands, actions, losses, expenses, costs or damages of every nature and kind which the parties may incur or suffer as a result of the other parties actions.

Personal information on this form will be used strictly for obtaining the prescribed consent. This information is collected under the authority of *Section 33(c) of the Freedom of Information and Protection of Privacy Act (FOIP) and will be protected under Part 2 of the Act*. Questions regarding the collection and use of this information may be directed to the Records Management & FOIP Coordinator at foip@blackfalds.com or by phone at 403.885.6370.

I affirm that I am 18 years of age or older and all answers given and statements made on this application are full and true to the best of my knowledge and beliefs. I have read the terms and conditions outlined in this document and the Town of Blackfalds bylaws, and agree to abide by them.

Signature of this document indicates your acknowledgment of the above requirements.

Name of Applicant (please print)

Signature of Applicant

Please submit your completed Special Event Permit application:

Email:
events@blackfalds.ca

Mailing Address:
Civic Cultural Centre
Box 220, 5018 Waghorn St, Blackfalds, AB TOM OJO

MEETING DATE: March 18, 2024
PREPARED BY: Shelby Craig, Marketing and Communications Team Lead
PRESENTED BY: Justin de Bresser, Director of Corporate Services
SUBJECT: **Council Policy - Social Media**

BACKGROUND

The Town of Blackfalds maintains a consistent standard throughout the organization, including the use of social media. This policy is meant to facilitate and govern the standards of communication on all social media venues through Council, to ensure consistency and openness.

DISCUSSION

Administration recognizes the value of Council using social media to communicate and engage with their constituents, as well as deliver effective and accessible communication of Town happenings, events and goals. This policy is meant to provide Council with guidelines on how to best effectively use social media, as well as parameters in which social media should be used as a public figure.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this policy.

ADMINISTRATIVE RECOMMENDATION

That Standing Committee of Council considers the following motion:

1. That Standing Committee of Council recommends that Council Policy - Social Media be brought forward to the next Regular Council Meeting for approval.

ALTERNATIVES

- a) That Standing Committee of Council refer this item back to Administration for further consideration.

ATTACHMENTS

- *Council Policy - Social Media*
- *Town of Blackfalds Social Media Strategy*

APPROVALS



Kim Isaak,
Chief Administrative Officer



Department Director/Author

SOCIAL MEDIA

POLICY NO	
DIVISION DEPARTMENT	Marketing and Communications
REVIEW PERIOD	Every 4 years or upon legislative change

1. POLICY PURPOSE

- 1.1 To facilitate and govern the standards of communication on all social media venues by Council to ensure consistency and openness throughout the organization.

2. POLICY STATEMENT

- 2.1 The Town of Blackfalds recognizes the value of Council using social media to both engage with their constituents as well as deliver effective and accessible communication of Town happenings, events, and goals of the Town.

3. DEFINITIONS

- 3.1 “**Administration**” means employees of the Town.
- 3.2 “**Council**” means the Council of the Town of Blackfalds elected pursuant to the *Local Authorities Election Act*, of Alberta, as amended.
- 3.3 “**CAO**” means the individual appointed by Council to the position of Chief Administrative Officer as per the *Municipal Government Act*.
- 3.4 “**Social Media**” means online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others through two-way communication. Popular methods of social media/networking include Facebook, Twitter and Instagram.
- 3.5 “**Town**” means the municipality of the Town of Blackfalds.

4. SCOPE

- 4.1 This Policy applies to members of Council.

5. AUTHORITY AND RESPONSIBILITIES

- 5.1 Council to:
- 5.1.1 Adopt and support this Policy by resolution.

- 5.1.2 Use social media understanding that statements made by Councillors, whether personal or work-related, on personal or official Social Media platforms will reflect on the reputation of the Councillor and the Town of Blackfalds and, therefore, are required to be made in a professional manner.
 - 5.1.3 Promote municipal and community activities, events, groups and associations.
 - 5.1.4 Report items from the Town's official Social Media pages or publicly available documents.
 - 5.1.5 Consider Town messaging before engaging in public discussion. When a decision has been made by the Council, the announcement should be made by the official spokesperson in conjunction with the official communications from the Town.
- 5.2 Chief Administrative Officer to:
- 5.2.1 Advise Council on the development, implementation, and amendment of this Policy.
 - 5.2.2 Ensure Policy review occurs and verify the implementation of this Policy.

6. POLICY GUIDELINES

- 6.1. Use Social Media as a Council member:
- 6.1.1 The following statement should be displayed on any Social Media account "The views here are my own and may not represent official Town of Blackfalds communication. The Town's official account is Town of Blackfalds." If the Councillor has separated their personal accounts from their official accounts, the statement should be on the official account;
 - 6.2.1 Post information in a polite and professional manner;
 - 6.3.1 Invite and encourage respectful discussion;
 - 6.4.1 Be accurate, fair, thorough and transparent;
 - 6.5.1 Listen to dissenting opinions and respond in a respectful manner;
 - 6.6.1 Regularly post and respond to comments in a timely manner;
 - 6.7.1 Repost items provided by the Town, other Town organizations, or other Councillors to enhance the awareness of Town initiatives;
 - 6.8.1 Ensure any information shared is already in the public realm;

- 6.9.1 Never comment on confidential affairs;
 - 6.10.1 Be wary of reposting content that is from an unofficial source;
 - 6.11.1 Advise residents to speak to staff if there is an issue they wish to follow up further;
 - 6.12.1 Provide links to Town information if false information is circulating or being discussed;
 - 6.13.1 Only share town communications during an emergency when directed. If this is being done, also include where residents can get up-to-date information as it's released;
- 6.2. Engagement on Social Media is not considered official correspondence with Council due to their momentary existence and the inability to verify authenticity and/or a proper way for Council to respond officially. For proper communications to elected officials, any member of the public who wishes their comments to be passed along to the Council will be notified of official methods so the Council's response can be recorded accurately.
- 6.3. Council shall have no authority to direct the content, administration, creation, or usage of any official Town of Blackfalds Social Media profiles. Council will acknowledge that Administration's role is to determine best practices for Social Media communications with citizens, and to determine which (if any) platforms will serve the same.
- 6.3.1 Council may provide ideas for content such as providing pictures of official duties, event attendance, etc. but on the understanding that those ideas shall be considered by Administration, and not necessarily implemented, as there are schedules of content created by Administration to coincide with budgets, events, and other various projects.

7. EXCLUSIONS

None

8. SPECIAL SITUATIONS

None

9. RELATED DOCUMENTS

- 9.1. Social Media Strategy
- 9.2. Adopting New Channels Plan

10. END OF POLICY

Mayor

Chief Administrative Officer

Date

Date

POLICY RECORD HISTORY

	Resolution No:	Date
Policy Adopted		
Policy Reviewed		
Policy Revised		

ADMINISTRATIVE REVISIONS

Date	Description

Box 220 | 5018 Waghorn St
Blackfalds, AB | T0M0J0
403.885.4677
www.blackfalds.ca



BLACKFALDS SOCIAL MEDIA STRATEGY

Strategy to be used in accordance to the Social Media Policy

Policy No.

Prepared by

Shelby Craig

Marketing and Communication Team Lead

Framework proposed

03/01/2024

BLACKFALDS
ALBERTA

THANK YOU

Social media has and will continue to evolve as technology grows, opportunities increase, and the need for connection remains. Social media is one of the best ways to connect with friends, family, and, yes, constituents!

While newspapers and newsletters still offer some advantages, social media is continuously updated in real-time, which means that our residents can have the most up-to-date information possible (as long as it's accurate.)

This document will provide best practices, tips, tricks, and cautions to running social media, campaigns, or marketing.

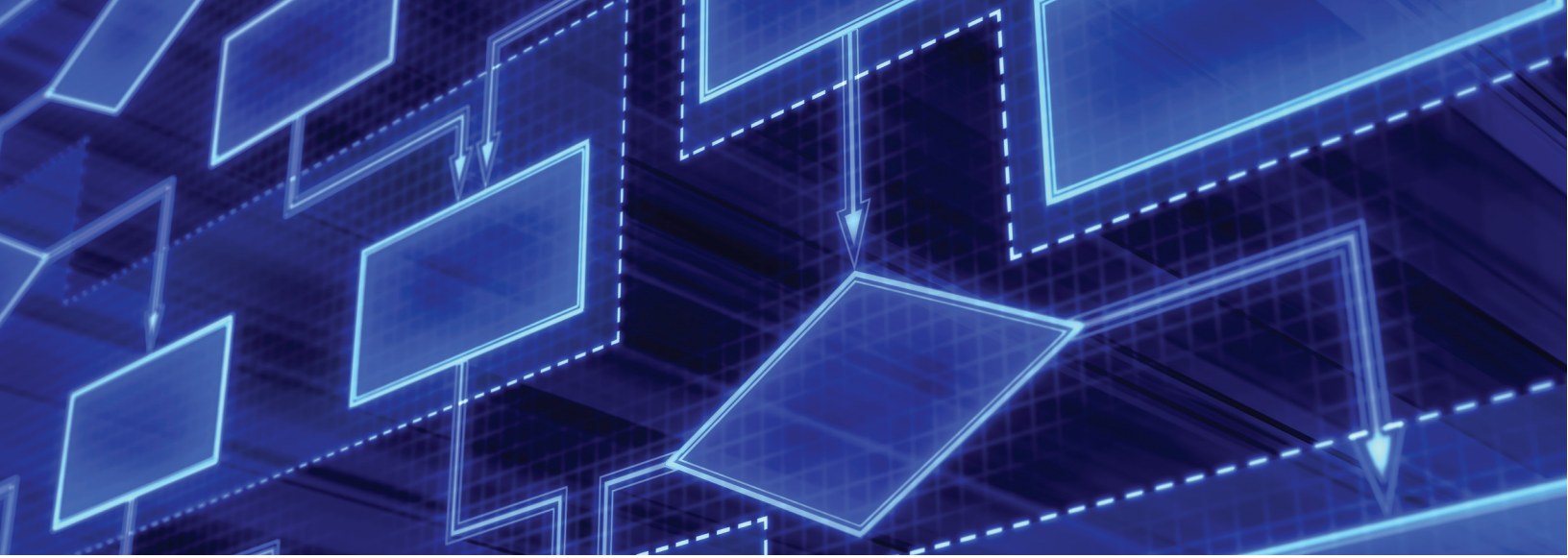
Should you choose to read further, please know that your MarCom team will be here every step of the way. If you need us for anything, don't hesitate to contact us!

Happy Reading!

The MarCom Team

CONTENT

OUR GOAL	4
.....	
OUR STORY	5
.....	
PLATFORMS	6
.....	
WHEN TO USE SOCIAL MEDIA	7
.....	
THE ROLES WE PLAY	8
.....	
NEED TO KNOW	12
.....	
RULES & POLICIES	14
.....	
BRAND CONSISTENCY	15
.....	
WATCH FOR QUALITY	16
.....	
FINAL NOTE	18
.....	



WHAT IS YOUR **GOAL?**

To connect and inform Blackfaldsians of everything they should be privy to. Whether that be a change in event, emergencies, reminders, taxes, budget approvals, council meetings, even a skunk being trapped in the skateboard park. By informing our residents regularly, they know they are important and are more likely to engage with us.

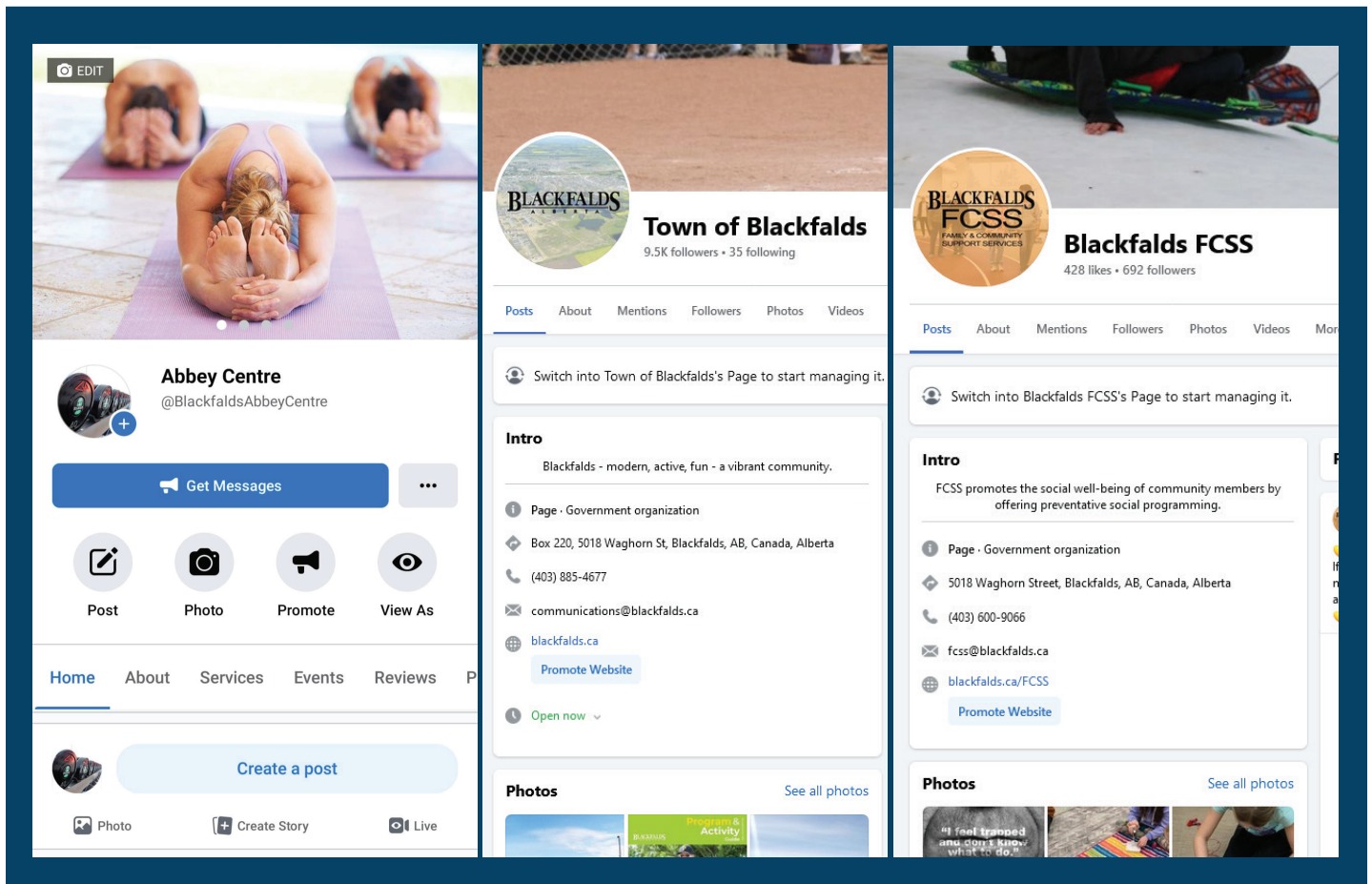
GUIDING PRINCIPLES

- Provide the most accurate and up to date information for residents.
Ensure that if the information is found to not be correct, immediately update to provide new details as to not spread misinformation (more on that to come!)
- Use platforms that best relate to your demographic. Only use as many platforms as your team can run - too many apps without people to run can result in static, dry content.
- Post frequently to your social media platforms.



1 | OUR STORY

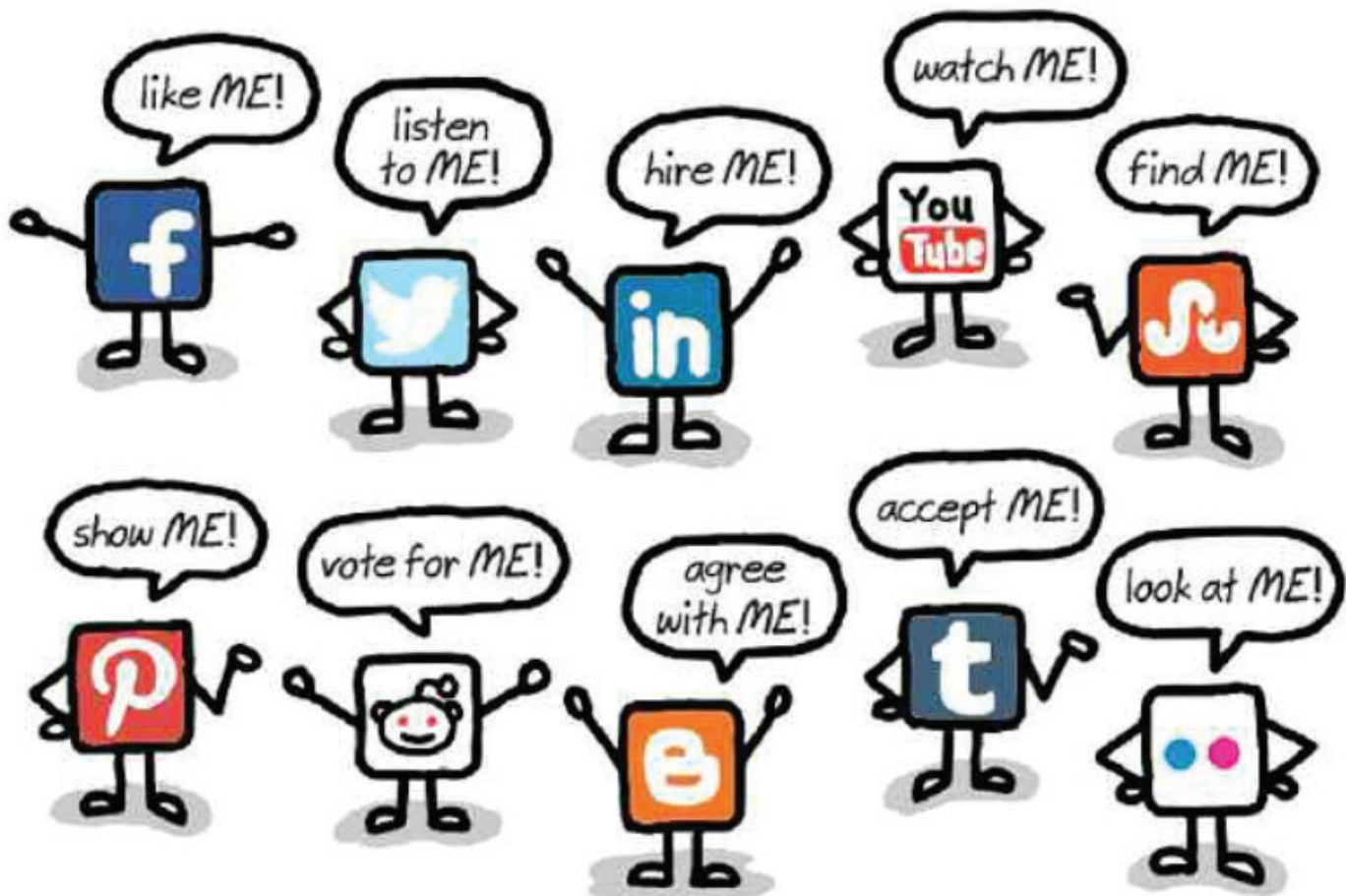
The Town of Blackfalds did not have a large social media presence, considering our population and demographic. Our humble beginnings began by informing our residents about news in our daily paper and neighbouring community publications. Our social media running started in 2009 on Facebook, and since then, we have branched off into LinkedIn, Twitter (X), and Instagram. In the past few years, our audience has increased significantly, mainly because our young children are now growing into teens and young adults. Our following did not come easily - it takes conversing with the public, answering questions, and publishing content that everyone wants to see.



2 | PLATFORM? ... AND NEXT STEPS

SECTION 1

The current social media landscape at ToB is directed in three main areas, Facebook, X, and Instagram. (We also use LinkedIn, and YouTube.) These are the three largest social media platforms currently, and we need to be using these channels to the best of our ability.



wronghands1.wordpress.com ©John Atkinson, Wrong Hands



FACEBOOK

Like ME

Facebook has over 1.15 billion users (and 1 million active users) and is one of the main sites that every business or organization should be on. With that many users, it's almost a guarantee that a large part of our target audience is on Facebook.



X

Listen to ME

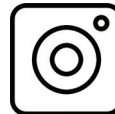
X is one of the best tools and is a practical, useful and fun way of sharing information. It is effective because it requires people to be brief and get their message across in 140 characters or less! It is one of the most effective way to relay information in real-time and provide live updates.



YOUTUBE

Watch ME

YouTube's 1 billion unique users visit the video-sharing website every month. Like Facebook, it's a very powerful tool with a likelihood that our ideal target market is using or watching videos on YouTube.



INSTAGRAM

Follow ME

Instagram is a photo and video sharing networking service and allows users to upload media that can be edited with filters and follow hashtags and location tagging. With over 1 billion monthly active users, we use this platform to share photos and encourage users to find more information.



LINKEDIN

Hire ME

LinkedIn is a business and employment-orientated online service. It is mainly used for professional networking and allows us to post our job opportunities, Request for Proposals and Request for Decisions. This platform makes it easy for potential employees to find us and for us to find them.



3 | WHEN DO WE USE SOCIAL MEDIA

HAVE ANYTHING TO SHARE WITH THE PUBLIC? USE SOCIAL MEDIA

Social media should be used every time there is something that the public needs to know. Yes, we have LED signs, newsletters, and open houses, but social media is the most tried and true avenue to getting the information out as fast as possible.

TIPS

Successful implementation of social media requires regular and continuous coordination and monitoring. Content should be fun, energetic, informative, and meaningful to our readers,

and regularly updated. Weak monitoring and lack of awareness of the issues being discussed will turn off your followers, and eventually, they will tune you out.

WHAT TO SAY, AND how to say it

If you want something on social media, we have to start with a plan first and foremost.

GETTING READY

- Set your desired outcomes for your social media campaign
- Identify the most likely barriers you will have to come across while achieving these outcomes
- Identify the most meaningful and realistic ways to overcome these barriers

GETTING SET

- Identify who you want to connect with and what platforms they are most likely to participate in
- Provide clear content that will resonate with your citizens and stakeholders
- Select the tools with the best capacity to reach your citizens and carry your content

GO!

- Develop an action plan to engage online and start making those needed connections
- Evaluate the effectiveness of your online engagement via social media.

BE S.M.A.R.T

Specific - Outcomes that are exact and focus on the five W's (who, what, where, when and why).

Measurable - Concrete criteria for measuring process - how much, how many?

Attainable - Outcomes that can be achieved through effective planning

Realistic - Outcomes that you are willing and able to work on

Timely - A goal should be grounded within a time frame

4 | THE ROLES WE PLAY

Social Media in Government vs Administrative Governance

ELECTED OFFICIALS



Social media can allow elected officials to directly and personally connect with residents and stakeholders



Use social media to clarify misinformation and share information in a timely manner



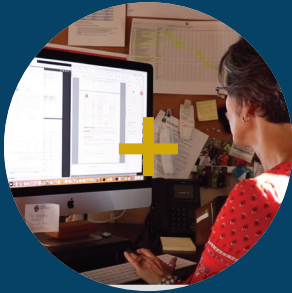
Use social media to listen to people's concerns and following trendy conversations

LOCAL GOVERNMENT

Elected officials can use their social media presence to an incredible advantage. They can inform their constituency of what's going on in Town, ask questions, correct misinformation and encourage a two-way communication.

There are those who still continue to write emails and write letters to their council members but with a demographic as young as Blackfalds, social media is a must for those who wish to connect and engage with their public.

ADMINISTRATION



Administration is in charge of running the Town's social media platforms and scheduling content



Administration will always follow best practices and guidelines for all social media platforms



Monitor and engage with those seeking answers, asking questions and requesting information.

ADMINISTRATION WILL

Help with social media plans and campaigns, providing knowledge and advice to get the best results

Continually create content for social media, whether that be video, photos, etc.

Provide knowledge to better help staff and Council interact and engage with the public online.

WHO DOES WHAT AND WHEN

Designated Social Media Coordinator(s) will be responsible for all posts on main "Town of Blackfalds" social media sites and will be available to assist department representatives with any questions or concerns regarding their social media activities.

Department Representatives will be responsible for all posts made on their department/program social media pages. Suppose a program or department does not have a social media page. In that case, it is the department representative's responsibility to send information to be posted on the main "Town of Blackfalds" pages.

5 | WHAT YOU NEED TO KNOW

First off, become familiar with who in your organization is running the social media and who you will work with to start your campaign. This will typically be Communications, Corporate Services, or Marketing & Communications. They will always be the lead when it comes to social media, regardless of who creates the campaign.

TROLLS

Social media and trolls go hand in hand!

There will always be those who question, argue and try their best to get a reaction. It can be difficult and frustrating, but these trolls must be handled professionally.

- Respond as quickly as possible where and when you can, use appropriate references
- Be honest and transparent - trolls can sniff out misinformation quickly.
- Maintain professionalism but try not to follow the same mundane script.
- Be human, be friendly!
- Provide an alternative method of communication if the discussion escalates. Encourage them to reach out to the content expert via phone or email. Move the conversation offline if possible.
- Record any harmful or negative content as well as the response.



It is important to anticipate what negative feedback could present itself and plan ahead for responses.

THINK TWICE

As our social media is viewed and followed by many, it is vital that, before posting, you take a moment to re-read, double-check and think twice before making the final decision to publish.

- Is the website linked? Posts should aim to be brief and redirect a visitor to content residing with the Town of Blackfalds website.
- Is it private? Privacy does not exist in social media. Carefully consider the content you are going to post. Would you be willing to say what you are about to post to the media?
- Is it accurate? Always review your content for grammatical and spelling errors. Be sure your facts are correct before you post.
- Is it high quality? Use common sense and exercise good judgment, discretion, and thoughtfulness when posting content on social media channels.
- Is it respectful? Always be sure to remember that social media should encourage comments or discussion. Responses should be considered in light of how they would reflect the poster and/or the town and its institutional

voice.

- Who is your audience? Post news, events and items that are relevant to the target audience.
- Are your sites updated? Social media users are looking for up to date information, so keep your sites fresh with relevant information. Each social media outlet is designed differently, but all are most effective when used daily.
- Is your imagery safe? Imagery posted on social media sites can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.
- Does it adhere to the terms of service? If you're not familiar with the Terms of Service of the platform you are using, be sure to brush up and double check that you are following all the proper guidelines and rules.



The Town of Blackfalds name and brand are represented by its people and what you publish will inevitably reflect on that brand.

6 | RULES AND POLICIES

How To Run Social Media And Not Get In Trouble!

FYI

- Do not post confidential or proprietary information about the Town of Blackfalds staff or users.
- When posting, be mindful of the copyright and intellectual property rights of others and the Town.
- Do not use the Town of Blackfalds name to promote a product, cause, or political party or candidate.
- Obey the Terms of Service of any Social Media Platform employed.
- For accounts with multiple administrators, place your name or initials at the end of each post to show that you have “signed off” or approved the post. This will also help our social media page seem more personable and less like a faceless page.
- Be mindful that whatever you publish will be public for a long time, possibly for your entire career.
- Ensure that our online profiles and related content are consistent with how you wish to present your department and Town of Blackfalds to colleagues and stakeholders.
- The Town of Blackfalds name and brand is represented by its people and what you publish will inevitably reflect on that brand.
- Town computers and time on the job are reserved for Town related business as approved by supervisors and following the Information Technology policies.

CONTEST RULES

- Be very clear with how to enter all contests, and include descriptions of prizes, eligibility, and always include a legal disclaimer such as,
“You must be a legal resident of Canada and 13 years or older at the time of entry. This contest is void where prohibited by law. Twitter Inc., and Facebook Inc., are not sponsors of this Contest, or recognize or provide endorsement of, or is in any way affiliated with this Contest. Town of Blackfalds reserves the right to disqualify any submission based on inappropriate content.”
- For photo contests, make sure that we include a disclaimer that states that by entering the contest, Town of Blackfalds has received permission to use the photos in online marketing.
- With instances of phishing and spam becoming an increasing concern, always use the following disclaimer: **BEWARE of any scam accounts pretending to be [Page]. [Page] will never request you to click on any links or ask you to enter a credit card. Please report any accounts pretending to be [Page] We will contact the winner directly by name and how to claim the prize.”*

BRAND CONSISTENCY

The Town of Blackfalds brand who we are, and what we want to portray. With our approved visual brand guidelines, we must continue to provide consistent imagery and language. We can do that by ensuring consistency within our social media outlets and ensuring that the messages we send reflect these values.

- We must ensure the Town of Blackfalds Visual Standards Guide is shared with everyone who posts on behalf of Town of Blackfalds, this includes using the current wordmark.
- When setting up a new social media account, we should see the same username on all of the profiles. The main Town of Blackfalds page should always be simply titled “Town of Blackfalds.” Each department with its own social media should also ensure that they have the same names on every platform that we will be using.
- Use a high-quality version of our current logo for the main image/avatar on each platform, or include our current logo in a photo of the Town, as long as the logo will be large enough to be seen on screens.

Brand Positioning Statement

Blackfalds - modern, active, fun - a vibrant community of young families, thriving businesses and outstanding recreation opportunities.

Brand Story

Blackfalds is a community of young hearted people with a shared enthusiasm for play. Experience our youthful vibe while you explore our trails and parks, take in family-friendly events, or enjoy your favorite sports and leisure activities. For parents with young children and the grandparents who chase them, for visitors who seek to discover fun, and for local businesses who promote the growth of a thriving community, Blackfalds is your place to play.

7 | WATCH FOR QUALITY

Social media is a team effort, which means all of the Town staff must work together to make sure that the public is receiving the most accurate information. Mistakes happen, human error will always occur. Help your fellow staff member!

TIPS

- Work with each other, and your communications lead to ensure accurate information.
- Monitoring each page, and notifying Social Media Coordinators of any quality issues, including but not limited to spelling and grammar errors, the accuracy of facts, and more.
- Create an annual calendar plan to ensure that we are promoting all Town of Blackfalds news and events.
- Social media coordinators shall watch each platform to ensure proper use.
- Write a combination of professional and fun updates and always include a link back to our website.
- Write in the same style and tone as we do on our website.
- Before putting anything online, get a copy proofed so there are no errors.
- Do not let your social media channels sit dormant! If you have them, you need to use them frequently or you will quickly lose followers.

SUGGESTIONS

GET INVOLVED

- If you have social media, get involved! Use our hashtags, mention your community and municipality in posts - share your love for Blackfalds with the public.

USE IT ALL

- Use all social media accounts that best work with your staff, your demographic and your population.
- Should you find that a social media account is staying dormant or lacks content - delete it until you have the time and resources to supply content

TRAINING

- Those who do not normally use social media, probably want to know the best practices! Don't be afraid to train, to teach and to share advice with those who may not know as much.





Box 220 | 5018 Waghorn St
Blackfalds, AB | T0M0J0
403.885.4677
www.blackfalds.ca

MEETING DATE: March 18, 2024
PREPARED BY: Brad McKenzie, Records Management & FOIP Coordinator
PRESENTED BY: Justin de Bresser, Director of Corporate Services
SUBJECT: **Bylaw 1295.24 – Access to Information**

BACKGROUND

Town of Blackfalds Bylaws are reviewed as required to ensure relevance and to identify those that have become redundant and/or require a move to updated formats/templates. Process-related information that has historically (and often errantly) formed part of bylaw documents is now addressed through the use of Administrative Policies and Procedures. The existing Access to Information Bylaw (1242.20) contains an excess of such information.

DISCUSSION

The intent of Bylaw 1295.24 is to re-establish the Chief Administrative Officer (CAO) as the head of the public body, to mandate the delegation of responsibility through Administrative Policy, and to guide and allow for the collection of fees in relation to services provided.

In accordance with Section 95(a) of the *Freedom of Information and Protection of Privacy Act (FOIP)*, the Town must enact a bylaw which designates a person or group of persons as the head of the public body for the purposes of the Act. Furthermore, Section 85 provides for the formal delegation of duties and responsibilities under the Act.

Under Section 93(1) the Town is authorized to collect fees for services as provided for in FOIP Regulation A/R 186/2008.

Repeal and replacement of Bylaw 1242.20 will allow the CAO greater discretion in delegation of powers and better demonstrate the Town's approach to foundational documents while removing unnecessary procedural detail.

FINANCIAL IMPLICATIONS

There are no financial implications related to this request.

ADMINISTRATIVE RECOMMENDATION

That Standing Committee of Council considers the following motion:

1. That Standing Committee of Council recommends that Bylaw 1295.24 - Access to Information Bylaw be brought forward for Council approval.

ALTERNATIVES

- a) That Standing Committee of Council recommends amendments.

ATTACHMENTS

- *Bylaw 1295.24 - Access to Information Bylaw*

APPROVALS



Kim Isaak,
Chief Administrative Officer



Department Director/Author

BEING A BYLAW OF THE TOWN OF BLACKFALDS IN THE PROVINCE OF ALBERTA TO DESIGNATE THE HEAD OF THE PUBLIC BODY AND ESTABLISH FEES IN RELATION TO THE FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT.

A Bylaw of the Town of Blackfalds, in the Province of Alberta, pursuant to the provisions of the *Municipal Government Act*, being Chapter M 26.1 of the Revised Statutes of Alberta, 2000 and amendments thereto, for the purpose of designating the Head of the Public Body and establishing fees in relation to the *Freedom of Information and Protection of Privacy Act (FOIP)*.

WHEREAS, pursuant to Section 95 of the *Freedom of Information and Protection of Privacy Act*, R.S.A. 2000, Chapter F-25 and amendments thereto, the Municipal Council of the Town of Blackfalds must designate a person or group of persons as the Head of the municipality for the purposes of the *FOIP Act*; and

WHEREAS, pursuant to Section 85 of the *Freedom of Information and Protection of Privacy Act*, R.S.A. 2000, Chapter F-25, the designated Head may delegate to any person any duty, power, or function of the Head, except the power to delegate, and

WHEREAS, in accordance with Section 187 of the *Municipal Government Act* and Section 93 of the *Freedom of Information and Protection of Privacy Act (the Act)*, Council may pass a bylaw establishing fees to charge for services rendered under the Act,

NOW THEREFORE, the Municipal Council of the Town of Blackfalds, duly assembled hereby enacts:

PART 1 – TITLE

- 1.1 That this Bylaw shall be cited as the “Access to Information Bylaw”.

PART 2 – DEFINITIONS

- 2.1 In this Bylaw:
- (a) “**Act**” means the *Freedom of Information and Protection of Privacy Act*.
 - (b) “**Applicant**” means an individual who makes a request to access information under Section 7 of the Act.
 - (c) “**Head**” means the Chief Administrative Officer (CAO), who is responsible for the administration of the *FOIP Act* at the Town of Blackfalds.
 - (d) “**Municipality**” means the Town of Blackfalds and includes any board, committee, commission, panel, agency, or corporation that is created or governed by the Town of Blackfalds and all the members or officers of which are appointed by the Town.
 - (e) “**Record**” means information recorded in any form, including books, documents, maps, drawings, photographs, letters, vouchers, papers, and any other information that is written, photographed, recorded, or stored in any manner but does not include software or any other mechanism that produces records.

PART 3 – DESIGNATED HEAD

- 3.1 For the purposes of the *Freedom of Information and Protection of Privacy Act*, the Chief Administrative Officer (CAO) is designated as the Head of the municipality.

PART 4 - DELEGATION OF RESPONSIBILITIES

- 4.1 The Head will establish an administrative policy to assign duties and responsibilities under the Act.

PART 5 – FEES

- 5.1 Where an applicant is required to pay a fee for services, the amount payable will be determined in accordance with the Freedom of Information and Protection of Privacy Regulation, AR 186/2008 with amendments up to and including AR 56/2019.

5.2 Fees may be assessed for:

- (a) searching for, locating, and retrieving records,
- (b) computer processing and programming,
- (c) producing a copy of a record,
- (d) preparing and handling a record for disclosure,
- (e) shipping records to the applicant, where applicable, and
- (f) supervising the onsite examination of records by an applicant.

5.3 The Act stipulates that, provided an applicant pays the applicable fees as set out in this bylaw (per Section 93 of the Act), they have a right to:

- (a) access a record in the custody or control of the Town,
- (b) view a record in the custody or control of the Town,
- (c) request copies of a record in the custody or control of the Town,
- (d) request correction(s) to personal information maintained by the Town, and
- (e) receive a copy of a record maintained by the Town in a reasonably available format.

PART 6 - REPEAL

6.1 That Bylaw 1242/20 is hereby repealed upon this Bylaw coming into effect.

PART 7 - DATE OF FORCE

7.1 That this Bylaw shall come into effect, upon the date on which it is finally read and passed.

READ for the first time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK

READ for the second time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK

READ for the third and final time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK

MEETING DATE: March 18, 2024
PREPARED BY: Brad McKenzie, Records Management & FOIP Coordinator
PRESENTED BY: Justin de Bresser, Director of Corporate Services
SUBJECT: **Bylaw 1296.24 – Records & Information Management Bylaw**

BACKGROUND

Town of Blackfalds Bylaws are reviewed as required to ensure relevance and to identify those that have become redundant and/or require a move to updated formats/templates. Process-related information that has historically (and often errantly) formed part of bylaw documents is now addressed through the use of Administrative Policies and Procedures. The existing Records and Information Management Bylaw (1249.20) contains an excess of such information and displays inconsistent references to the policy title.

DISCUSSION

The intent of Bylaw 1296.24 is to reiterate the Chief Administrative Officer's authority and obligation for records and information management as well as to mandate delegation of program responsibility through Administrative Policy.

Section 208(1)(b) of the *Municipal Government Act (MGA)* stipulates that the Chief Administrative Officer (CAO) must ensure that all bylaws, minutes of council meetings and other records and documents of the municipality are kept safe.

Section 209 of the MGA authorizes the CAO to delegate any of their powers, duties, or functions under the Act or under any other enactment or bylaw to a designated officer or employee of the municipality.

The Town of Blackfalds recognizes that official records, regardless of media format, hold fiscal, historical, legislative, and operational value. A comprehensive records and information management program is critical to preserve important information assets, support policy and decision-making, and guard against risks associated with inadvertent destruction.

Repeal and replacement of Bylaw 1249.20 will allow the CAO greater discretion in delegation of program-related duties and better demonstrate the Town's approach to foundational documents while removing unnecessary procedural detail.

FINANCIAL IMPLICATIONS

There are no financial implications related to this request.

ADMINISTRATIVE RECOMMENDATION

That Standing Committee of Council considers the following motion:

1. That Standing Committee of Council recommends that Bylaw 1296.24 - Records & Information Management Bylaw be brought forward for Council approval.

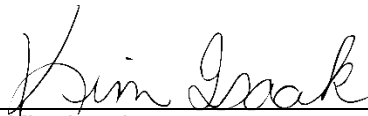
ALTERNATIVES

- a) That Standing Committee of Council recommends amendments.

ATTACHMENTS

- *Bylaw 1296.24 - Records & Information Management Bylaw*

APPROVALS



Kim Isaak,
Chief Administrative Officer

Department Director/Author

BEING A BYLAW OF THE TOWN OF BLACKFALDS IN THE PROVINCE OF ALBERTA TO ESTABLISH AUTHORITY FOR THE SYSTEMATIC MANAGEMENT, RETENTION, AND DISPOSITION OF THE TOWN'S INFORMATION ASSETS.

A Bylaw of the Town of Blackfalds, in the Province of Alberta, pursuant to the provisions of the *Municipal Government Act*, being Chapter M 26.1 of the Revised Statutes of Alberta, 2000 and amendments thereto, for the purpose of establishing authority for the management, retention, and disposition of records and information in all media formats.

WHEREAS, pursuant to Section 214(2) of the *Municipal Government Act*, RSA 2000, Council may pass a bylaw respecting the destruction of records and documents of the municipality, and

WHEREAS, pursuant to Section 208(1)(b) of the *Municipal Government Act*, RSA 2000, Chapter M-26, and amendments thereto, all bylaws, minutes of Council meetings, and other records and documents of the municipality must be kept safe, and

WHEREAS, pursuant to Section 38 of the *Freedom of Information and Protection of Privacy (FOIP) Act*, RSA 2000, Chapter F-25, and amendments thereto, the Head of a public body must protect personal information by making reasonable security arrangements against such risks as unauthorized access, use, disclosure, or destruction, and

WHEREAS Section (3)(e)(ii) of the *Freedom of Information and Protection of Privacy (FOIP) Act*, RSA 2000 does not prohibit the transfer, storage, or destruction of any record in accordance with a bylaw, resolution, or other legal instrument by which a local public body acts, and

WHEREAS, pursuant to Section 20 of the *Electronic Transactions Act*, RSA 2000, Chapter E5.5, and amendments thereto, if a public body has the power to create, collect, receive, use, transfer, disclose, distribute, publish, or otherwise deal with information and records, it has the power to do so electronically, and

WHEREAS the Council of the Town of Blackfalds acknowledges that records and information management plays an integral role in effective public administration by supporting policy formation and managerial decision making, as well as protecting the interests of the organization and the rights of third parties, the public, and employees, enabling the Town to meet legislative and regulatory requirements, and

WHEREAS the Council of the Town of Blackfalds deems it necessary and appropriate that municipal records, consisting of both paper and/or electronic information, be managed, retained, and disposed of in accordance with federal and provincial legislation as well as industry best practice,

NOW THEREFORE, the Municipal Council of the Town of Blackfalds, duly assembled hereby enacts:

PART 1 – TITLE

- 1.1 That this Bylaw shall be cited as the “Records & Information Management Bylaw”.

PART 2 – DEFINITIONS

- 2.1 In this Bylaw:
- (a) “**CAO**” means the Chief Administrative Officer.
 - (b) “**Disposition**” means the final activity for records that have met their full retention period. This may include destruction, transfer, or indefinite preservation.
 - (c) “**Record**” means information recorded in any form, including books, documents, maps, drawings, photographs, letters, vouchers, papers, and any other information that is written, photographed, recorded, or stored in any manner but does not include software or any other mechanism that produces records.
 - (d) “**Town**” means the municipality of the Town of Blackfalds.

PART 3 – DESIGNATED AUTHORITY

- 3.1 The Chief Administrative Officer is designated the authority and responsibility to:
 - 3.1.1 manage the retention, access, use, storage, security, and disposition of records and information in accordance with this Bylaw, the *FOIP Act*, and any other federal or provincial laws, and
 - 3.1.2 take any other measures required to implement, administer, apply, or enforce the provisions of this Bylaw.
- 3.2 The CAO is authorized to make decisions, establish, and enforce procedures deemed necessary for the effective management, retention, and disposition of the Town’s information assets.

PART 4 - DELEGATION OF RESPONSIBILITIES

- 4.1 In accordance with Section 209 of the *Municipal Government Act*, the CAO will establish an administrative policy to delegate responsibility for the records and information management program as required.

PART 5 - REPEAL

- 5.1 That Bylaw 1249.20 is hereby repealed upon this Bylaw coming into effect.

PART 6 - DATE OF FORCE

- 6.1 That this Bylaw shall come into effect, upon the date on which it is finally read and passed.

READ for the first time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK

READ for the second time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK

READ for the third and final time this _____ day of _____, A.D. 20__.

(RES.)

MAYOR JAMIE HOOVER

CAO KIM ISAAK