



Town of Bowden  
Box 338, 2101 20<sup>th</sup> Ave  
Bowden, Alberta, T0M 0K0

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**Town of Bowden – Province of Alberta**  
**REVISED ADVERTISING BYLAW 06 / 2024**  
**(revision to Advertising Bylaw 10 – 2021)**  
**(1<sup>st</sup> Reading of Council)**

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A bylaw of the Town of Bowden, in the Province of Alberta, pursuant to the provisions of the Municipal Government Act, being Chapter M-26 of the revised statutes of Alberta,

**Whereas** pursuant to section 606 of the Municipal Government Act, RSA2000, Chapter M-26 provides that a council must give notice of a bylaw, resolution, meeting, public hearing, or other thing, to be advertised in a newspaper or other publication circulating in the area or by mailing or delivering a notice to every residence in the area,

**And whereas** pursuant to section 606.1(1) of the Municipal Government Act, RSA2000, Chapter M-26 provides that a council may by bylaw provide for one or more methods which may include electronic means, for advertising proposed bylaws, resolutions, meetings, public hearings, and other things referred to in section 606,

**And whereas** Council wishes to allow and establish alternative advertising methods for providing such notice,

**And whereas** Part 3, Division 7, Section 63(1) of the Municipal Government Act, RSA2000, Chapter M-26 provides that a council of a municipality may, by bylaw, revise any of its bylaws or any one or more provisions of them,

**Now therefore**, the Municipal Council of the Town of Bowden hereby enacts as follows,

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## **1 SHORT TITLE**

This Bylaw may be known as, and cited as, the “Advertising Bylaw”.

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## **2 PURPOSE**

In accordance with section 606.1(1) of the MGA the purpose of this bylaw is to allow the Town to use one or more methods using electronic means for making public announcements for advertising proposed bylaws, resolutions, meetings, public hearings, and other things referred to in section 606 of the MGA.

The Town will continue to utilize modern online platforms (web site, mobile applications, and social media) to engage and communicate with residents.

The Town’s official website will be the primary means of satisfying the advertising requirements of the MGA with respect to statutory notices.

### 3 DEFINITIONS

Within this bylaw the following definitions apply:

#### **Council**

Means the duly elected Municipal Council of the Town of Bowden.

#### **MGA**

Means the Municipal Government Act, RSA2000, Chapter M-26 (as amended over time).

#### **Mobile Application (App)**

Means a computer program or software application designed to run on a mobile device such as a smart phone, smart watch, tablet, or other portable device.

#### **Pursuant to**

Means to execute or carry out an activity in accordance with the requirements of an enactment.

#### **Social Media**

Means any electronic online (digital) form of communication through which groups of users share information, data, and content.

#### **Statutory Notice**

Means those notices of a bylaw, resolution, meeting, public hearing, or other items as required to be advertised according to the MGA (or other enactment).

#### **Town**

Means the Town of Bowden, a municipal corporation within the Province of Alberta.

#### **Website**

Means the Town of Bowden website that can be viewed through a web browser at <https://www.bowden.ca>, registered under the domain name: bowden.ca.

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### 4 Public Notification Methods

#### 4.1

Unless otherwise advertised in accordance with requirements of the MGA all Town statutory notices will be advertised electronically by published notices on the Town of Bowden website.

#### 4.2

Notwithstanding the provision of term **4.1** the Town may also elect to choose all or any combination of, the following means of advertising statutory notices,

- i. by having hardcopy documents available at the Municipal Town Administration building,
- ii. posting a paper copy of the notice prominently on the exterior doors, exterior windows, or the Town Notice board located at the Municipal Town Administration building, and other selected public places,
- iii. electronically by posting on the Town's mobile application (app),
- iv. electronically by posting on the Town's official Facebook social media page, "Bowden Alberta",
- v. electronically by posting a link on the Town's official Twitter account or Instagram account that directs the user to a notice on the Town's website,
- vi. electronically on the Town digital notice board.
- vii. publication within a local weekly newspaper,
- viii. by post mail,
- ix. by insert in the Town's utility bills,

**4.3**

The Town will consider the importance of each notice (matter & content) but in principle will adopt the approach of utilizing all the advertising means listed in sections 4.1 and 4.2 (i) to (vi) above, but also, depending upon the importance, severity, scope, or impact of a matter of notice, the Town may also advertise a notice by means of section 4.2 (vii) to (ix) above, if deemed prudent or necessary.

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**5 BYLAW PRECEDENCE**

This bylaw supersedes and takes precedence over all previously passed bylaws relating to the advertisement of statutory notices.

Bylaw **10 / 2021** is hereby repealed upon this bylaw coming into effect on the final day of passing and signature thereof.

<b>Read a first time in open council this</b>	<b>22<sup>nd</sup> day of July 2024.</b>
<b>Read a second time in open council this</b>	<b>** day of ***** 2024,</b>
<b>Read a third time in open council this</b>	<b>** day of ***** 2024.</b>

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Robb Stuart, Mayor

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Arno Glover, Chief Administrative Officer