



Town of Bowden
Box 338, 2101 20th Ave
Bowden, Alberta, T0M 0K0

Town of Bowden – Province of Alberta
ADVERTISING BYLAW
10 /2021

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 (as amended over time) 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 (as amended over time) 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,

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

1 SHORT TITLE

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

2 PURPOSE

This purpose of this Bylaw is for the Town to use alternate advertising methods for making public announcements utilizing modern interactive online platforms (web site, mobile applications, and social media) to engage and communicate with residents.

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 municipal corporation of the Town of Bowden.

Website

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

4 Public Notification Methods

4.1

Unless otherwise advertised in accordance with requirements of the MGA all Town statutory notices will be advertised in accordance with the provisions of this Bylaw.

4.2

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

- i. publication within the local weekly newspaper,
- ii. by post mail,
- iii. by insert in the Town's utility bills,
- iv. by having hardcopy documents available at the Municipal Town Administration building,
- v. 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,
- vi. electronically by posting on the Town's website,
- vii. electronically by posting on the Town's mobile application,
- viii. electronically by posting on the Town's official Facebook social media page, "Bowden Alberta",
- ix. 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,
- x. electronically on the Town digital notice board.

4.3

In accordance with the MGA the Town will ensure that any statutory notice will be advertised by means that bring matters to the attention of a substantial number of the Town's residents.

5 BYLAW PRECEDENCE

This Bylaw will come into effect on the final day of passing and signature thereof.

Read a first time in open council this 13th day of September 2021.

Read a second time in open council this 12th day of October 2021.

and finally passed by unanimous consent of the Councillor's present.

Read a third time in open council this 12th day of October 2021.



Robb Stuart, Mayor



Greg Skotheim, Chief Administrative Officer