

Administrative Backgrounder

Councillor Notice of Motion

Title	Public Relations Corporate Sponsorship (Mayor Hnatiw)
Purpose of Report	This Administrative Backgrounder has been prepared in response to Mayor Hnatiw's notice of motion regarding Public Relations Corporate Sponsorship.
Proposed Motion(s)	That Council direct Administration to prepare amendments to the Public Relations Policy that establishes criteria for how requests to Sturgeon County for sponsorship are to be budgeted for, considered, and acknowledged.
Previous Council / Committee Direction	<u>May 20, 2020 Regular Council Meeting</u> Motion 251/20: That Council approve the Council Public Relations Policy as presented.
Strategic Alignment	Thriving Communities – Strong community identity and pride. Collaborative Governance – Predictable and stable external relationships.
Statutory Requirement Considerations	None.
Alignment to Levels of Service Delivery	<ul style="list-style-type: none"> Bylaw 1471/20, the Governance and Council Services Committee Bylaw, authorizes the Committee to make decisions on the expenditure of Council common expenses, including public relations allocations, that are allocated to Council as a whole and not allocated to individual members of Council through the annual budget process. The 2023 Council Common Public Relations Budget is \$21,885. While the Committee has discretion over the allocation of these funds, in the past, the majority of funding has been allocated to standing requests, including Remembrance Day wreaths (\$850), Edmonton Garrison Military Family Resource Centre Yellow Ribbon Gala sponsorship (\$5,000), and annual County staff appreciation (approximately \$10,800).

	<ul style="list-style-type: none"> • The 2023 Budget also includes individual allocations for members of Council to expend public relations sponsorship. This includes \$2,576 per Councillor and \$3,606 for the Mayor. These funds can be allocated at the sole discretion of the individual member of Council.
Anticipated Human Resource Requirements	<ul style="list-style-type: none"> • It is estimated that 15 staff hours will be required to conduct research, draft amendments, and prepare reporting to Council in response to the notice of motion.
Anticipated Financial Resource Requirements	<ul style="list-style-type: none"> • There would be no direct financial cost in preparing amendments to the Council Public Relations Policy. However, should Council seek to increase public relations allocations, this increase would need to be funded from reserve in 2023, and added to the operating budget in 2024 and future budget years.
Additional Background Information	<ul style="list-style-type: none"> • Sturgeon County receives various requests annually for sponsorship, including, but not limited to community events, charity events, sports teams, conferences, business meetings, and municipal association functions. • Unless approved by Council in the annual operating budget, these requests are forwarded to members of Council for consideration of sponsorship from their individual Council Public Relations budgets, or forwarded to the Governance and Council Services Committee for consideration of funding from the Council Common Public Relations budget. • This process can result in inefficiency, uncertainty for requestors, and inconsistency in the criteria applied to such requests. There is also an opportunity to establish expectations with respect to alignment of requests with Sturgeon County's corporate values and leverage opportunities to clarify expectations of recognition when Sturgeon County approves a request. • If the motion is passed, Administration proposes to present policy amendments no later than the July 18, 2023 Regular Council Meeting.
Attachment(s)	1. Attachment 1: Council Public Relations Policy
Report Reviewed by:	<p>Jesse Sopko, General Manager, Corporate Services</p> <p>Andrew Hayes, General Manager, Financial Services & Chief Financial Officer</p> <p>Reegan McCullough, County Commissioner – CAO</p>