



Council Policy

Policy Number: ply_GOV_public_relations

Council Public Relations

Date Approved by Council: May 26, 2020

Resolution No.: 251/20

Mayor: Original Signed – Alanna Hnatiw

County Commissioner: Original Signed – Reegan McCullough

1. Purpose

This policy establishes how Council will support the promotion of Sturgeon County's image and support of community initiatives through the donation of Promotional Materials, issuance of Letters of Support, and Public Relations Sponsorships.

2. Revision History

Approval Date	Revision Number	Modification
Year/Month/Date	1.0	New Document

3. Persons/Areas Affected

County Council
County Administration
Public Stakeholders

4. Definitions

The following definitions and interpretations apply to this policy:

Administration means the County Commissioner or his delegates.

Council means the Council of Sturgeon County.

Councillor means a member of the Council of Sturgeon County, including the Mayor.

County means the Municipality of Sturgeon County.

County Commissioner means the Chief Administrative Officer of Sturgeon County.

Letter of Support means a written document provided by the County to a non-profit organization that recognizes the merit of the non-profit organization's respective program,

project or initiative and may be used by the non-profit organization to seek financial assistance, goods, or services from another private or public sector organization.

Promotional Materials means Sturgeon County branded items that are donated to a non-profit organization, community group, or other cause, and may result in increasing Sturgeon County's profile. Promotional Materials may be used as giveaways or may be donated to raise funds through raffles or silent auctions.

Public Relations Sponsorship means financial support or a gift to an external cause or initiative, potentially in exchange for County recognition, or a financial expense incurred as a result of hosting external dignitaries or stakeholders.

5. Policy Statement

- 5.1. The County recognizes the importance of public relations, including supporting non-profit organizations within the County and the region. This is achieved through various means, including through the donation of Promotional Materials, providing Letters of Support, and through Public Relations Sponsorships.

Promotional Materials

- 5.2. Annually, Council shall budget for Promotional Materials with the intent of the items being donated for community events, silent auctions, galas, golf tournaments or fundraising initiatives.
- 5.3. The Governance and Council Services Committee shall decide what Promotional Materials will be ordered to be donated by Councillors on behalf of the County.
- 5.4. Councillors wishing to donate Promotional Materials shall coordinate through Administration, who will work with the Councillor to determine an appropriate donation based on the event, cause, or recipient.
- 5.5. Administration shall keep a log of donations processed throughout the year.

Letters of Support

- 5.6. The County shall provide Letters of Support to community groups/associations and non-profit organizations within the County or region, where there is a direct benefit to Sturgeon County residents.
- 5.7. Requests for letters of support shall be referred to Administration for processing.
- 5.8. Letters of support shall not be provided if they:
 - Are mainly of a private or personal nature;
 - Are religiously or politically motivated;

- Could be construed as divisive or controversial;
- Commit the County financially to an expense that has not been previously approved; or
- Do not demonstrate the interest of the County as a whole.

5.9. Letters of Support that require Council motion will be referred to the next available Council meeting for Council's consideration.

Public Relations Sponsorships

- 5.10. Annually, Council shall budget a common pool of funds to be used for Public Relations Sponsorships. Expenditure of these funds shall be determined by the Governance and Council Services Committee, in accordance with the Governance and Council Services Committee Bylaw.
- 5.11. Annually, Council shall budget individual public relations allocations for each member of Council, to be spent on Public Relations Sponsorships in accordance with this policy.
- 5.12. In accordance with the *Election Finances and Contributions Disclosure Act*, direct or indirect political contributions to any political party, constituency association, or candidate for public office are prohibited.
- 5.13. Requests that are not eligible under this policy or that are more appropriately considered under the Community Association Grant Policy will be referred to Administration.

6. Responsibilities

The public shall:

- Make requests under this policy for Letters of Support, donation of Promotional Materials, or Public Relationships Sponsorship.

Council shall:

- Approve Public Relations Sponsorship budgets for individual Councillors as well as a common pool of funds for Council as a whole.
- Approve Letters of Support referred by Administration.

The Governance and Council Services Committee shall:

- Decide what Promotional Materials will be ordered to be donated by Councillors on behalf of the County.
- In accordance with the Governance and Council Services Committee Bylaw, approve the expenditure of Public Relations Sponsorships.

Administration shall:

- Coordinate with Councillors on the donation of Promotional Materials to determine an appropriate donation based on the event, cause, or recipient.
- Order Promotional Materials as directed by the Governance and Council Services Committee.
- Keep a log of Promotional Materials donated throughout the year.
- Process requests for Letters of Support.
- Refer requests for Letters of Support to Council when a Council motion is required.
- Process and maintain reporting on Public Relations Sponsorships approved by individual Councillors or the Governance and Council Services Committee.

7. Rescinds

- 7.1. This policy rescinds Policy ADMN-DON-1 – Donations.