

	<p align="center"><b>City of Lloydminster Information Report (IR)</b></p>
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<b>Subject Matter: Draft Public Notification and Advertising Bylaw.</b>
<b>Department: Office of the City Clerk</b>
Presented By: Shannon Rowan
<b>GPC Meeting Date: March 20, 2023</b>

**Topic:** Draft Public Notification and Advertising Bylaw.

**Background:** With the recent amendments to *The Lloydminster Charter*, there is now an option to create a bylaw which expands the media that is acceptable for items such as resolutions, bylaws, and public hearings to be advertised.

Currently, the only option for mandatory advertisement is in a local newspaper for a minimum of two weeks, however the adoption of the Draft Public Notification and Advertising Bylaw would also allow additional options for items to be advertised on the City of Lloydminster website, social media sites, and/or on the bulletin board at City Hall.

**Objective:** To provide the Committee with a Draft Public Notification and Advertising Bylaw.

**Options:**

1. That the Committee accept this report as information and that the item be brought forward to a future Regular Council meeting for decision.
2. That the Committee request more information and that the item be brought forward to a future Regular Council meeting for decision.
3. That the Committee request more information and that the item be brought forward to a future Governance & Priorities Committee meeting.

**Alignment with Strategic Plan:** This item is in alignment with the following strategic area: Delivering Good Governance. The Draft Public Notification and Advertising Bylaw provides for supplementary opportunities for visibility of advertising and allows for engagement with additional demographics.

**Governance Implications:** Upon passing of this new Bylaw, Administration will have access to electronic forms of advertising for items with mandatory advertising requirements. Legal review has been completed to ensure compliance with *The Lloydminster Charter*.

**Budget/Financial Implications:** N/A

**Environmental Implications:** N/A

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### **Report Approval Details**

Document Title:	Draft Public Notification and Advertising Bylaw.docx
Attachments:	- Bylaw No. 13-2023 Public Notification and Advertising Bylaw - DRAFT.docx
Final Approval Date:	Mar 8, 2023

This report and all of its attachments were approved and signed as outlined below:

Doug Rodwell

Dion Pollard