

**BYLAW 11-035
OF
LAC LA BICHE COUNTY**

A BYLAW OF LAC LA BICHE COUNTY IN THE PROVINCE OF ALBERTA FOR THE PURPOSE OF ESTABLISHING THE STRATEGIC COMMUNICATION PLANNING TEAM.

WHEREAS pursuant to the provisions of the Municipal Government Act, R.S.A. 2000, Chapter M 26, and amendments thereto, Council may pass a bylaw in relation to the establishment and function of Council Committees, and the procedures and conduct of Council Committees;

AND WHEREAS the Council of Lac La Biche County has determined that it is in the best interests of the municipality to establish the Strategic Communication Planning Team;

NOW THEREFORE under the authority and pursuant to the provisions of the said Municipal Government Act, and by virtue of all other enabling powers, the Council of Lac La Biche County, duly assembled, enacts as follows:

1. The Strategic Communication Planning Team is hereby established and for which function shall be in accordance with Schedule "A" which is attached to and forming part of this Bylaw.
2. The Strategic Communications Planning Team shall consist of six (6) Members, in accordance with the following structure:
 - a. Two (2) Members of Council, one of whom is the Chairperson as appointed by resolution of Council; and
 - b. Four (4) members of County department staff as appointed by the Chief Administrative Officer or designate.
3. Additionally, the Strategic Communication Planning Team will be supported through a non-voting senior member from the County's public relations agency for facilitation and development of a communication/marketing plan.
4. Council may remove any Member from the Strategic Communication Planning Team at any time, as considered appropriate by Council.
5. The Chairperson is a Council Member who will be selected as the Organizational Meeting of Council, or at an alternate Regular Council Meeting as considered appropriate by Council.
6. The Strategic Communication Planning Team shall select a Vice-Chairperson from amongst the Members, and in the absence of the Chairperson, the Vice-Chairperson shall exercise all the same powers, duties and responsibilities that the Chair would be entitled to exercise if present.

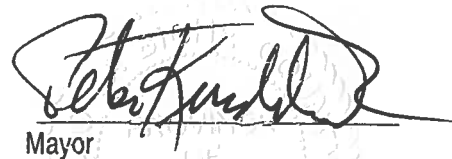
7. The Chairperson and Vice-Chairperson have signing authority for the Strategic Communication Planning Team.
8. The Committee shall establish its own rules of procedure, but in doing so, shall be due regard for the principles of procedural fairness.
9. The Administration representative(s) shall ensure that accurate minutes are kept of the Strategic Communication Planning Team meetings.
10. The proceedings and deliberations of the Committee must be conducted in public, except where the Committee deals with information protected from disclosure under the provisions of the Freedom of Information and Protection of Privacy Act, R.S.A. 2000, Chapter F 25, and amendments thereto.
11. When a meeting is closed to the public, no resolution may be passed at the meeting, except a resolution to revert to a meeting held in public.
12. This Bylaw shall come into effect upon passing of the third reading.

MOTION BY COUNCILLOR SIEBOLD THAT BYLAW 11-035 BE GIVEN FIRST READING THIS 20TH DAY OF DECEMBER, 2011.

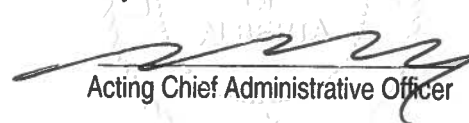
MOTION BY COUNCILLOR KUMPULA THAT BYLAW 11-035 BE GIVEN SECOND READING THIS 20TH DAY OF DECEMBER, 2011.

MOTION BY COUNCILLOR BROADBENT THAT BYLAW 11-035 BE SUBMITTED FOR THIRD AND FINAL READING THIS 20TH DAY OF DECEMBER 2011.

MOTION BY COUNCILLOR UGANECZ THAT BYLAW 11-035 BE GIVEN THIRD READING THIS 20TH DAY OF DECEMBER, 2011.



Mayor



Acting Chief Administrative Officer

**BYLAW 11-035
SCHEDULE "A"**

The objectives of the Strategic Communication Planning Team is to ensure communication procedures used across Lac La Biche County are well coordinated, effectively managed, and responsive to the information needs of County Council, municipal staff, the public, and potential employees.

The Committee is advisory. It may make planning and operational recommendations pertaining to communications; however, County Council will have final approval of a communication/marketing plan.

Implementation of the plan is the responsibility of County Administration, as directed by Council.

The plan's development is an internal working exercise and therefore to be considered confidential until such time as Council provides final approval of the plan.

The objectives of the Strategic Communication Planning Team are to:

1. Develop a strategy for improving the County's reputation and the perception of the County both externally and among residents.
2. Develop a communication/marketing plan that will unify the County and attract/retain skilled workers within the County.
3. Ensure the plan incorporates and addresses all Lac La Biche County's overarching communications needs, challenges, and opportunities.
4. Provide input, guidance and feedback to the consultant through the communication plan's development to help ensure the plan is aligned with Lac La Biche County's business goals and strategic plan.
5. Be informed and knowledgeable regarding all background related to the Lac La Biche County's and residents' communications needs.
6. Consult community leaders and others to ensure that input from public members are considered.
7. Attend and actively participate in meetings and other Committee activities.
 - 6.1. Review materials and provide feedback, comments and/or suggestions as requested.
 - 6.2. Ensure any Committee recommendations or direction is actioned.
 - 6.3. Advise the Committee of any Council discussions, expectations or other actions that may impact its work.
 - 6.4. The Chair will act as a liaison between the Committee and County Council as required to provide information, report progress or seek decisions.