

AGENDA

COMMITTEE OF THE WHOLE OF THE VILLAGE OF LONGVIEW
In the Province of Alberta, held on Monday February 7, 2022
At Longview Community Hall at 5:30 p.m.

1.0 **CALL TO ORDER**

2.0 **AGENDA**

3.0 **ACTION ITEM LIST**

3.1 Council Reports

4.0 **BUSINESS**

4.1 Committee & Board Guidelines Policy

4.2 Communication Policy

4.3 Emergency Management Bylaw

4.4 Spray Mist Tunnel in campground

4.5 Bylaw Review Committee

5.0 **CLOSE MEETING**

FOIP 18(1)(c) pending acquisition/disposition of property by a public body

Section 197(2) of the Municipal Government Act specifies that a council may close all or part of a meeting to the public if a matter to be discussed is within one of the exceptions to disclosure in Division 2 of Part 1 of FOIPP. No bylaw or resolution can be passed at an in-camera meeting except a resolution to revert to the council meeting in public or to recess.

6.0 **ADJOURNMENT**

NO	ACTION DESCRIPTION	OWNER	DATE ASSIGNED	DATE DUE	STATUS
1	Parking in Lane		21-Sep		Send letters to Businesses to move bins onto own property.
2	Foothills County - WTP operator contract 2022				Foothills going through rate review and can't provide until after Feb.
3	Sell Peace Officer vehicle		26-Oct		6 responses - no offers yet
4	Garbage Cans for Liquore store corner, midway	Dale	16-Nov		there is one at corner of Westview Place
5	Update - AB Emergency Management Bylaw 371-15	Dale	21-Dec	Feb COW	
6	Letter to Canada Post & citizens from Council	Council	21-Dec		Two recipients - Citizen & Canada Postmistress
7	Committee & Board Guidelines Update	Dale	21-Dec	Feb COW	
8	Update Communication Policy for Feb COW	Dale	18-Jan		
9	Contact Eden Valley CAO Hopeton	Dale			Talked & emailed
10	Zoom Account for Committee use	Dale	18-Jan		
11	Oilfields High School - cheque for sponsorship	Dale	18-Jan		Jan 26 cheq run
12					
13					
14					
15					
16					
17					



VILLAGE OF LONGVIEW
POLICY MANUAL

POLICY #: 520	DATE APPROVED:
	AMENDMENT APPROVED:
EFFECTIVE DATE:	
AMENDMENT EFFECTIVE:	AUTHORITY:
POLICY TITLE:	Committee &/or Board Guidelines
POLICY PURPOSE: To define the duties and responsibilities of Committees and Committee members.	
POLICY STATEMENT: All Committees shall operate under the guidelines established in the policy.	

Definitions:

- Committee -shall mean a Board or Committee of Council
- Council -shall mean the Council of the Village of Longview
- Establishing Bylaw -shall mean the bylaw, duly passed by the Council, which establishes any Board or Committee
- Resident -shall mean a person who lives in the Village of Longview
- Village -shall mean the Village of Longview
- Village Manager -shall mean the Village Manager or CAO for the Village of Longview or his/her designate.



Committee Membership:

1. No Committee shall be recognized until the establishing bylaw has been passed by Council.
2. Members are appointed by Council.
3. Members must be residents of the Village of Longview. In the event that a resident does not apply to fill a Committee vacancy, or there is an existing member who is qualified but has become a non-resident, Council may appoint a non-resident to the Committee.
4. Members at large cannot send alternates to a meeting.
5. Members shall cease to be members if:
 - a) the member is absent from three (3) consecutive regular meetings of the Committee. However, a member shall not cease his/her membership if at any time the member's absence is authorized by resolution of the Committee;
 - b) the member ceases to be a resident as defined under "resident" unless prior authorization has been received from the Council;
 - c) they inform the Committee in writing of their resignation.
 - d) Council has decided to expel any member for any cause, which is deemed sufficient by the Council to be in the best interests of the Committee &/or the Village of Longview.
6. When a member ceases to be on the Committee, the Committee:
 - a) shall advise Council of the resignation including the reasons;
 - b) may advertise for a new Committee member;
 - c) shall make a recommendation to Council with regards to filling the vacancy.

Meetings:

7. Committees shall hold as many meetings in each year as considered necessary to adequately deal with the business of the Committee or as per the establishing bylaw.
8. A simple majority of the whole Committee is necessary to form a quorum. No meeting shall be held unless a quorum is present.

9. Committees shall elect a Chairperson and a Vice-Chairperson from its membership each year at the first meeting in each year. A Secretary shall be selected, as applicable, from the remaining membership.
10. A Committee, at any meeting at which all the members of the Committee are present, may decide to hold regular meetings of the Committee and the resolution shall state the day, time and place of every such meeting and no further notice of any such regular meeting is necessary.
11. The Chairperson may call special meetings of the Committee whenever he/she considers it expedient to do so, and he/she shall do so when requested in writing by the majority of the Committee members.
12. A Committee shall hold meetings openly and no person shall be excluded except for improper conduct.
13. Notwithstanding Section 6 above, when a majority of the members present are of the opinion that it is in the public interest to hold a portion of the meeting in-camera, the Committee, by resolution, may exclude any person(s) from the meeting, but the Committee has no power, while in camera, to pass any resolution apart from the resolution necessary to revert back to an open meeting.
14. No Committee shall schedule their regular meetings as to conflict with the regularly scheduled meetings of Council.
15. No Committee shall schedule their regular meetings so that it conflicts with a member's regular hours of employment.

Voting:

16. The Chairperson, when present, and every member present shall vote on every matter unless they are disqualified from voting by reason of pecuniary (monetary) interest.
17. Whenever a recorded vote is demanded by a member of the Committee, the Secretary shall record, in the minutes, the name of each member of the Committee present and whether the member voted for or against a matter. A recorded vote must be asked for prior to the vote.
18. Any resolution on which there is an equality of votes shall be deemed to be decided in the negative.
19. Every resolution shall be passed by a majority vote of the members present at a duly constituted meeting of the Committee.

Minutes:

20. Minutes shall be kept of all regular and special meetings of the Committee and shall be in the English language without note or comment of the Secretary.
21. Minutes shall contain the following information (refer to Appendix B for an example)
 - a) the names of the Committee members and any others present at the meeting;
 - b) the time the meeting was called to order and by whom;
 - c) confirmation (ratification) of the Minutes of each meeting at the subsequent meeting of the Committee;
 - d) all motions or resolutions passed or defeated by the Committee;
 - e) the time the meeting was adjourned.
22. Copies of the minutes of all Committee meetings, as well as copies of all sub-Committees meeting minutes, shall be submitted to the Village Office for retention/distribution to Council. Minutes do not need to be ratified before submission.
23. Minutes shall be signed by the person presiding at the meeting at which they are ratified and by the Secretary.

Terms of Office:

24. 1. Shall be as per the establishing bylaw.

Staff:

25. Committees shall make their recommendations to the Village Manager regarding the hiring of staff (if deemed necessary), the recommended remuneration and job description(s).
26. No staff positions are to be filled until such time as a job description and remuneration has been approved by the Village Manager.
27. Committee members shall discuss with the Village Manager, their recommendation to dismiss any staff member, to ensure there will be no legal consequences. It is the responsibility of the Village Manager or Department Head to supervise and if necessary, dismiss, staff.

Sub-Committees/Ad hoc Committees:

28. A Committee may appoint standing, ad hoc or special sub-Committees consisting of one or more of its members plus members-at-large.
29. The Committee shall establish the terms of reference of the Sub-Committee or Ad hoc Committee which shall be consistent with the policies and procedures of the Council and forward the suggested Terms of Reference to Council for their acceptance.
30. Copies of Sub-and/or Ad hoc Committee meeting minutes shall be submitted to the governing Committee and to the Village Office.

Powers and Duties:

31. The powers and duties of the Committee, the Committee Chair and Vice-Chair and Secretary etc., shall be as per the establishing bylaw. In the event of a discrepancy between this policy and the establishing bylaw, the establishing bylaw shall take precedence.
32. No Committee, nor any member or representative thereof, has the power to borrow money, enter into contracts, or pledge the credit of the Village.
33. No Committee, nor any member or representative thereof, shall contact any Provincial Government body regarding any grant application(s) that the Village has processed, indicating that they are the contact person; this ensures continuity of liaison.
34. The Committee shall annually review the Committee bylaw(s), policies and/or terms of reference, making the necessary recommendations to Council for any required amendments.
35. The Committee shall annually review the Village's Strategic Plan to ensure that the Committee's actions accurately reflect the direction provided by this plan.
36. The Committee shall assist in developing and maintaining positive relations among the Committee, staff members and the community to enhance the Village's Strategic Plan.
37. The Committee shall develop a Value/Belief Statement (what does the Committee stand for; what values/beliefs should guide the Committee), a Mission Statement (what does the Committee do) and a Vision Statement (what is the preferred future of the Committee) and review them annually.
38. The Committee shall conduct an annual evaluation of itself as outlined in Appendix A, and forward the evaluation to Council for their review by June 30th of each year.

Finance:

39. Annually, before the 30th day of September, the Committee shall submit to the Village Manager, written operating and capital budgets showing, in reasonable form and detail, expenditures proposed to be made by the Committee during the next following year, with respect to all matter over which the Committee has jurisdiction.
40. Budgets shall be submitted in accordance with the Village's budget policy and budget guidelines.
41. The Committee shall control expenditures within the approved budget where applicable.
42. Where monthly financial statements are provided by another municipality, a copy will be forwarded to the Village Manager by the Committee Secretary.

Grants:

43. Grant application forms shall be completed by the Committee in accordance with the regulations set out by the granting authority.
44. Completed grant application forms will be submitted to the Village Manager, by the Committee for the final signature.

Advertising:

45. Advertising shall be in accordance with the Village's policy.

Purchasing:

46. Purchasing shall be in accordance with the Village's policy.

Councillor's Role:

47. The Council representative is responsible to attend all regular and special Committee meetings. In the event that the appointed Councillor cannot attend a meeting, he/she shall notify the Village Office and the Chairperson, not less than 24 hours before the scheduled meeting, unless there are unavoidable circumstances, and the Councillor will arrange for their alternate to attend, wherever possible.
48. The Councillor's role is as a liaison person. He/she is to advise the Committee of Council's policies, concerns, and/or plans. The Committee Chairperson is to bring to the Council representative's attention any concerns which the Committee has. The Councillor is to report any such concerns or plans to the Council during his/her

Committee Report at the 2nd Council meeting of each month (sooner if the concern is a time sensitive issue).

49. A Council representative on a Committee **cannot** speak on behalf of Council (i.e. Council will approve this or that).
50. A Councillor shall not act as the Chairperson of any Committee but may sit on sub or ad hoc Committees at his/her discretion. This section is not applicable to any Committee comprised wholly of Council members.
51. The Councillor is to contact the Village Manager with any requests for regular staff's time related to projects/plans etc.
52. The Councillor shall have no voting privileges

Appendix A

COMMITTEE EVALUATION

		Comments on strengths or ideas for improvement
The Committee operates with clearly defined: <ul style="list-style-type: none"> ◆ Mission and Goals ◆ Bylaws &/or Terms of Reference 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
Committee members understand their own and each other's role and duties	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
The Committee divides Committee work fairly	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
The Committee has a Mission, Vision and Values/Beliefs Statement that accurately defines its purpose and goals	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
Committee members follow through on plans and commitments	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
The Committee represents the interests of the Council and the Village as a whole	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
Trusting and respectful relationships exist between the Committee members and other individuals within the organization	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
Individual Committee members feel their skills and time that they volunteer are adequately recognized by Council	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	
Goals and plans that are prepared by the Committee are completed in a timely fashion	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know	

COMMITTEE EVALUATION cont'd

<p>The Committee communicates clearly and regularly with the appropriate staff and the wider community</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>The Council representative(s) ensures that:</p> <ul style="list-style-type: none"> ◆ all communications between the Committee and Council are clear and concise ◆ he/she accurately acts as the liaison between the Council and the Committee 	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>Written policies to guide the Committee in decision making exist and are organized in a policy manual</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>All Committee members are encouraged to participate in discussions</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>Meetings are scheduled at convenient times and location and ensures an efficient use of time</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>The agenda and any supporting documents are appropriate, complete and are circulated prior to the meeting</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>The structure and leadership of meetings generally encourages thoughtful discussion</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>Conflict is dealt with openly, respectfully and effectively</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	
<p>Council makes sure that adequate resources are available to undertake the work of the Committee</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know</p>	

COMMITTEE EVALUATION cont'd

The board is operating effectively by:

Areas for improvement:

Issue	Start Date:	Complete Date:	Delegated To:	Resources Required

Appendix B

Minutes

Reasons for Good Minutes

- They are the only record of the Committee members
- Committee chairpersons, Council and Administration use them for constant referrals
- The Council must be informed of Committee activities at all times
- They are essential in continuity and information for succeeding Committees and Council.

Helpful Hints for Minutes

- Obtain a copy of the meeting agenda.
- If a lengthy report is given, obtain the notes from the person giving the report and summarize. It is not necessary to record reams of information from a report if the information is available and can be attached to the Minutes.
- Request that lengthy involved motions be written out and given to you after being made.
- Minutes should be written up within five days after the meeting.
- When applicable, use a separate type topical heading to introduce a subject. For example: **Old Business or New Business, etc.** This helps the reader focus in rapidly on a specific area.
- Place a notice of the next meeting.
- Go over the minutes with the Chair to ensure correctness.

Guide for Recording Good Minutes

- The name of the Committee should be placed at the top of the first page and include:
 - Kind of meeting (regular or special)
 - Date - including year, time & place of meeting

Suggested Format for Committee Agenda & Minutes

**LONGVIEW DESK & PHONE COMMITTEE
TO BE HELD AT THE VILLAGE OFFICE
ON APRIL 13, 2005 BEGINNING AT 7:30 P.M.**

AGENDA

1. Call to Order
2. Agenda
3. Minutes
4. Old Business
 - a. Request for quotes for new phone services
 - b. Policy on use of desks and phones
5. New Business
 - a. Resignation of Committee Member Iggy Ice
6. Next Meeting
7. Adjournment

**VILLAGE OF LONGVIEW DESK & PHONE COMMITTEE
REGULAR MEETING MINUTES
HELD AT THE VILLAGE OFFICE
APRIL 13, 2005**

ATTENDING: Anna Alpha (Chair), Bob Bobbin, Catherine Cullen, Don Dolby, Ellen Eggerton and Iggy Ice.

ABSENT: Fred Final was absent due to illness and sent his regrets.

GUESTS: Gus Gilbert and Helen Hugo.

1. **CALL TO ORDER:** Chairperson Anna Alpha called the meeting to order at 7:25 p.m.

2. **AGENDA:**
Moved by Don Dolby that the agenda be accepted as presented.
Or: Moved by Don Dolby that the agenda be accepted with the following addition:
xxx

UNANIMOUSLY CARRIED

3. **MINUTES**
Moved by Bob Bobbin that the Committee accept the Minutes of the March 9, 2005 meeting as presented.

MOTION CARRIED

4. **OLD BUSINESS**

a. **Request for quotes for new phone services**

Moved by Ellen Eggerton that the Committee agree to ask Telus, Northern Telecom and You Asked For It to provide written quotes on a new phone service for the Village Office, which is to include 4 incoming lines, call display, call forwarding, call messaging and voice mail to cover the existing 20 phones with expandability to 40 phones.

UNANIMOUSLY CARRIED

b. **Policy on use of desks and phones**

Moved by Anna Alpha that the Committee agree that Bob Bobbin is to prepare a policy on the use of desks and phones in the Village Office and that the draft policy be presented at the May 11, 2005 meeting for discussion before submitting the suggested policy to Council.

MOTION CARRIED

5. **NEW BUSINESS**

a. Resignation of Committee Member Iggy Ice

Moved by Ellen Eggerton that the Committee receive the resignation of Iggy Ice, with regret, as he is moving out of Village, and agree to forward the letter of resignation to Council for formal acceptance.

UNANIMOUSLY CARRIED

6. NEXT MEETING

7:30 p.m., May 11, 2005 at the Village Office.

7. ADJOURNMENT

Moved by Anna Alpha that the Committee agree to adjourn the meeting at 8:10 p.m.

UNANIMOUSLY CARRIED



POLICY #: 12 - 21 - 05	
TITLE: Public Communications Policy	
Approval Date: April 20, 2021	Resolution #: 083-21
Revisions: Dec 9, 2021	
Approval Date:	Resolution #:
Department: Administration	

Policy Statement:

To inform and educate residents and to facilitate an improved level of communication between departments, between staff and Council and between Council and the Public using a variety of methods, means and media.

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Reason for Policy

To establish guidelines to ensure that communication with stakeholders and residents of the Village of Longview are efficient, effective, consistent, timely and open. This Policy will apply to all internal and external communications of the Village of Longview.

Related Information

- a. *Municipal Government Act (MGA) RSA 2000, c M-26*
- b. *Alberta Freedom of Information and Protection of Privacy Act (FOIP)*
- c. *5-01-18 Council Policy - Public Participation*
- d. *Bylaw 410-18 Public Notification Bylaw*



Definitions

- a) *Alberta Emergency Alert (AEA)* means a system that provides updates on provincial emergencies and recovery information in Alberta. Employees with this training would be able to make emergency posts on this site should it be necessary.
- b) *Chief Administrative Officer (CAO)* means the person appointed to the position by the Council of the Village of Longview to carry out the power, duties and functions of the CAO. It may also mean a person appointed to this position on an interim basis, or a person to whom the CAO has delegated their authorities to, in accordance with the Village of Longview Chief Administrative Officer Bylaw.
- c) *Electronic Message Board* means the double-sided electronic sign located in front of the Longview Community Hall.
- d) *Emergency Public Information Officer (PIO)* means the communication coordinator or spokesperson who is responsible for providing information to the Public and the Media as required during an emergency.
- e) *External Communications* means the dissemination of information to external stakeholders.
- f) *Internal Communications* means the dissemination of information to internal stakeholders.
- g) *Media* means the means of communication such as radio, television, newspapers and magazines that reach or influence people widely.
- h) *Media Release* means a factual written summary of information issued to the Media for the purpose of making a statement or announcement.
- i) *Municipal Stakeholder* means the residents of the Municipality, as well as other individuals, organizations or persons that may have an interest in, or are affected by, a decision made by the Municipality.
- j) *Social Media* means e-technologies platforms and online sites used by the Village to share opinions and information, promote, discuss and build relationships. These include but are not limited to Facebook, Twitter, LinkedIn, Snapchat and Instagram.
- k) *Strategic Plan* means the strategic priorities, goals and strategies to move Longview forward as a Community.
- l) *Village* means the municipal corporation of the Village of Longview.
- m) *Village Council (Council)* means the duly elected Council for the Village of Longview.
- n) *Website* means the municipal website www.village.longview.ab.ca is the primary source of municipal information. Allows the community access to information 24 hours.



Responsibilities

- a) Village Council is to:
 - i) Approve, by resolution, this Policy and any amendments.
 - ii) Consider the allocation of resources for the successful implementation of this Policy in the annual budget process.
 - iii) Ensure all Policies conform to the overall mission, goals and values as set out in the Village's Strategic Plan.
 - iv) Understand and adhere to this Policy and Procedure.

- b) Chief Administrative Officer (CAO) is to:
 - i) Ensure that this Policy and Procedure is reviewed every three (3) years.
 - ii) Ensure implementation of this Policy and approve Procedures and any amendments thereto.
 - iii) Understand and adhere to this Policy and Procedure.

- c) All Employees are to:
 - i) Understand and adhere to this Policy and Procedure.
 - ii) Ensure the implementation of this Policy and Procedure within their departments.
 - iii) Make recommendations to the CAO for necessary Policy or Procedure amendments.
 - iv) Ensure employees are aware of and adhere to this Policy and Procedure.



Plan Statement

The primary goals of the Village are to establish priorities to inform and educate residents and to facilitate an improved level of communication between departments, between staff and Council, and between Council and the Public.

Residents are entitled to be provided with information in a timely manner, including decisions of Council, current events, emergent issues, as well as ongoing Village initiatives. As the Village of Longview grows and changes, communication becomes increasingly important at all levels, providing education and reinforcement to all residents, staff and Council. As resources are limited, prioritizing and standardizing the process for the dissemination of information is essential.

The Communications Handbook is intended to provide criteria to assist Administration and Council in making day-to-day decisions where communications are concerned and to provide a tool for the criteria and processes to be measured and evaluated.

Confidentiality Statement

In all communications, spokesperson and departments must comply with all legislated requirements regarding access and disclosure of information. The Alberta Freedom of Information and Protection of Privacy Act (FOIP) extends access and privacy to Alberta Municipalities.

Copyright

Departments must comply with the Copyright Act to ensure the ownership rights associated with works subject to copyright are fully respected in all communications.

Situational Analysis

Background

As the Village continues to grow, and the evolution of the realm of communication brings ever-changing trends and increasing possibilities to reach out to both staff and the Public, communication has become more complex. To develop and maintain a strategy for informing and educating the Public of the Village of Longview's services, initiatives and decisions of Council, Administration needs to communicate frequently using the various media opportunities available, including newsletters, newspapers, website, signs, social media and personal interaction.

It is essential that residents can stay well informed and to participate in their community, giving a sense of pride and the spirit that keeps people active and involved. Communicating ideas and decisions to residents in a timely manner encourages and maintains residents' confidence in Council and Administration and reinforces the goal of open and accountable government.



Media Monitoring and Analysis

It is important to ensure that Village information is consistently available in the same manner and the same places and that the citizens are aware of where to find the information.

Currently, the Village of Longview uses its website, utility bills, bulletin boards, signs, Facebook page and newsletter to reach residents in order to satisfy legal requirements of notification of public hearings, election advertisements, and other such required printed advertising. These legal requirements are subject to change and may affect methods of advertising.

Staff continues to update information on the electronic sign, website, and Facebook as consistently and accurately as possible and look for ways to simplify the access to information for residents.

It is important that the residents have an opportunity to inform Council on how they would prefer to receive the information, as well as how or why they are choosing from the options available currently. Responses from citizens will allow Council to make decisions about how they communicate and how communications will evolve in the Village of Longview.

Communications Process and Goals

Communications Process

A communication plan can include the use of multiple and varied tactics and vehicles. The communication process should also include the Public Participation Policy and Procedure when necessary to do so.

Communications Philosophy

Administration strives to produce timely information to residents and employees that will meet their needs. Administration will:

- Reflect the values and culture of the Village and communicate in plain language.
- Adjust communication style to the needs of the intended audience when appropriate and as able.
- Use key messaging to highlight the main points of interest.

Operational Goals

These goals will provide the desired outcomes or results of this plan.

- 1) Raise the profile of the Village, its services and its priorities.
- 2) Inspire informed, engaged and participative residents.
- 3) Provide opportunities for residents and businesses to participate in the governance of the community in accordance with the Public Participation Policy.



- 4) Manage issues proactively.
- 5) Invite and support internal departments' initiatives and opportunities.
- 6) Use a wide variety of media to reach as many people as possible.
- 7) Set appropriate communication timelines and meet them.
- 8) Promote and increase the use of Village website, ensuring that all departments and committees are routinely advocating the use of the website for information, online registrations, surveys, etc. and that any posters promoting Village initiatives include the website address.

Communication Goals

These communications goals support the strategic, operational objectives of the Village and will form the basis of the key messages:

- 1) Inform - provide information to all stakeholders in a timely manner.
- 2) Awareness - increase awareness of current Village initiatives on an ongoing basis.
- 3) Review & Evaluate - all communications tools available to the Village.
- 4) Standardize - set standards and policies for Communications, including the Village logo, website use, publications, advertisement standards and usage.

Internal Communications

Internal communications remain the most important aspect of any communications plan. It is the front-line of communications as a whole. An external message will carry little influence if those who work for the Village are not informed, understanding, or conveying the same message as other employees or Council members.

External Communication

Village of Longview Website

- 1) Council Minutes, Council Agenda Packages, common bylaws and/or policies, events, notices and any other pertinent information will be maintained on the Village of Longview website on a regular basis. Requests for information or changes to current information may result in changes to the website as needs arise.
- 2) The Village of Longview will make every attempt to provide as much general information as possible to its residents via the website, with the understanding that what is important to one resident may not be important to others. When requests to have specific information posted on the website are received, requests will be reviewed, evaluated, and, if appropriate, it will be posted.
- 3) Links to third-party sites, which generally open a new browser window, is provided for the convenience of the visitor. The inclusion of the link does not imply endorsement by the Village of Longview, and the Village accepts no responsibility for the content found on third party websites.



Village of Longview Electronic Signboard

The Village of Longview has an electronic sign board that is made available to organizations to advertise upcoming events.

- 1) The priority order of use of the signage board shall be as follows:
 - a. Village of Longview,
 - b. Village of Longview Council committees,
 - c. Other Longview boards and organizations,
 - d. Other local boards and organizations,
 - e. Other fundraising events,
 - f. For Profit organization on a fee basis.
- 2) Other organizations may be approved by the Village of Longview administration to use the board at any priority level the Village deems appropriate.
- 3) Any event notice may be removed without notice if a signage request from a higher priority group is received.
- 4) Section 2 does not apply if there is a time period of at least one week between the event of the lower priority group and the event of the higher priority group.
- 5) If two or more groups of the same priority submit signage requests for the same time period the group whose request was submitted first will be awarded the signage.
- 6) Council or administration of the Village of Longview may overrule section 4 if it is reasonable to do so, based on the importance of the particular notices requested.
- 7) Administration of the Village of Longview may post notices from more than one group on the signage board at one time if there is enough space.
 - a. In order to create enough space administration has the right to paraphrase and shorten where necessary as long as the vital information remains easily understandable by the public.
- 8) All requests must be submitted in writing.
- 9) All requests must be submitted at least one week prior to the date the notice is to be put up.

Social Media

Social media platforms will be used to provide immediate Municipal information as well as promote services, and events.

The Village of Longview maintains a Facebook page **and it is the primary social media tool for communicating and promoting Village events.**



Public comments and messages will be monitored, responded to and deleted as necessary. All responses must be accurate, positive, and professional.

Wherever possible, content posted to the Village of Longview social media site should contain links directing users back to the Village's official website for in-depth information, forms, documents or online services necessary to conduct business and services offered within the Village of Longview.

The Village of Longview reserves the right to, without notice, edit, remove or refuse content as deemed appropriate or necessary from time to time.

Information Requests

The Freedom of Information and Protection of Privacy Act (FOIP Act), in Alberta, aims to strike a balance between the public's right to know and the individual's right to privacy, as those rights relate to information held by public bodies.

The Village of Longview takes the privacy of our citizens' personal information seriously. We strive to protect your privacy when we collect, use and disclose information and abide by the provisions of the FOIP Act. The Village of Longview does its best to operate in an open and transparent environment. Every effort is made to provide people with the information they require in a timely and efficient manner.

Information requests can be sent by email to: info@Village.longview.ab.ca or drop at the office in writing.

Strategies and Tactics

Message Statements

Key messages are concise statements that express overall messages in tangible ways by using plain language.

Key messages are vital in media relations, so the spokesperson stays with short statements that answer, Who, What, When, Where and Why. If the Village has more than one spokesperson on any matter, it is essential that the same message is delivered by each person. Messages from all departments and Council must reflect the Vision, Mission and Values of the Village of Longview.

Media Relations Tools

News releases
Backgrounders/media kits/Q & A's
Press conferences, open houses, displays, Websites, emails
Photos or videos
Social media



Media Coverage

Coverage of Village of Longview issues, events and stories are generally handled by the local media. News releases, advertising and community events information generated by the Village are distributed to media outlets.

Media coverage from outside of the local area, particularly from the Calgary media, generally only occurs when larger issues or events in our community are brought to their attention.

Approved Spokespeople

The following positions may be required to speak as a spokesperson on behalf of the Village of Longview or a Committee.

- Mayor/Deputy Mayor or designated Council representative
- Chief Administrative Officer (CAO)
- Fire Chief
- Director of Emergency Management (DEM)

Who We Communicate With

	Audience Profile	Tactics/Communication
Internal		
Civic Leadership <ul style="list-style-type: none"> • Mayor • Council Members 		<ul style="list-style-type: none"> • Email • Councillor Reports • Individual interviews/briefings • Council Agenda Packages and Minutes
Administration Leadership <ul style="list-style-type: none"> • CAO 		<ul style="list-style-type: none"> • Face to face conversations • Emails • Produce reports, news releases or fact sheets
Village Employees		<ul style="list-style-type: none"> • Internal communications tools • Email • Daily meetings • Post-Council meeting Staff Meeting
Council Committees <ul style="list-style-type: none"> • Recreation Board • Family Community Support Services (FCSS) • Economic Development Committee 		<ul style="list-style-type: none"> • Council Representation • Annual invitation to an informal delegation with Council • May make a recommendation to Council for action • Meeting Minutes • Council Reports



<p>Intermunicipal Committees</p> <ul style="list-style-type: none"> • Intermunicipal Development Plan (IDP) • Intermunicipal Collaborative Framework (ICF) • Intermunicipal Subdivision Development Appeal Board (ISDAB) • Joint Steering Committee • Assessment Review Board (ARB) 		<ul style="list-style-type: none"> • Council Representation • Council Reports • Meeting Minutes • Delegations with Council • May make a recommendation to Council for action
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	Audience Profile	Tactics/Communication Tools
<p>External</p>		
<p>Media</p> <ul style="list-style-type: none"> • Local Paper • Local Radio Station 		<ul style="list-style-type: none"> • Communications are appropriate to each situation and relevant to each media outlet concerned
<p>Citizens</p> <ul style="list-style-type: none"> • General Public • Customers of Village services • Business Community • Municipal Partners 	<p>Mass Audience Targeted Audience</p>	<ul style="list-style-type: none"> • External communication tools - Newsletter, - Electronic Sign, - website, - Facebook
<p>Intergovernmental</p> <ul style="list-style-type: none"> • Town of Turner Valley • County of Foothills • Town of Black Diamond • Town of High River • Province of Alberta • Westend Regional Sewage Services Commission • Sheep River Regional Utility Corporation • Foothills School Division • Foothills Regional Emergency Services Commission (FRESC) • Alberta Health Services • Westwinds Communities 		<ul style="list-style-type: none"> • As required and when appropriate, in consultation with Mayor and/or CAO. • Staff/Council representation on various boards acting as information liaisons.



Communications Tactics/Vehicles

The specific activities that will be used to accomplish strategies and goals are as follows:

Communication Tools	Objective	Frequency	Comments
Fact Sheets/ Backgrounders/ Synopsis Sheets	To provide quick "point-form" style information on a more complex topic	As deemed to be necessary to assist residents	May be distributed in various ways including utility bills and/or website, print media
Open Houses	To offer educational opportunities to the Public, to inform residents of changes, to allow residents to contribute their feedback in person, or to speak to the elected officials about the issue(s) at hand.	As needed	<ul style="list-style-type: none"> • An inexpensive way for Council to gather feedback in person and to hear varied viewpoints at once. • Ability to educate a number of residents at one time, allowing for proactive citizen involvement
Utility Bill Newsletters and Inserts	To reach residents with printed information. Primarily for municipal information and key local organizations.	Currently used 6 times a year	It could be used more often to promote conservation and sustainability principles relating to water, garbage, recycling, etc. as well as the topical issues.
Surveys	To provide opportunities for the Public to contribute their feedback to help inform decisions	As needed	Online or paper surveys can be used, possibly in conjunction with an Open House event.
Village Website www.village.longview.ab.ca	Provide comprehensive Village information to residents and the general Public (businesses, other gov't organizations, partners, visitors,	Updated as required	Website is promoted on all Village publications.



Communication Tools	Objective	Frequency	Comments
Newspaper Advertising	employment opportunities Elections	Ads, articles as required	
Community Hall Electronic Sign	Provide key information about Village/Council events or reminders to citizens of approaching events	As required	
Brochures and Publications	To provide easily distributed information on specific topics to the Public	Brochures are produced in-house as required.	Brochures are available at the Village Office and on the Village website.
Presentations/Speeches	Public presentations or speeches are delivered as requested by Council or staff on topics relevant to the gathering, to educate the Public and/or staff	As requested, and as available	Council members speak at celebratory functions, in schools, in front of their peers. Staff may make presentations regarding new technologies or innovations to their peers, etc.
Village of Longview Events Advertising	Staff who organize Village Events have the responsibility of advertising to promote each specific event.	<ul style="list-style-type: none"> • Little New York Daze Parade • Light Up Longview Other events as required	Website, social media, print media, etc. or combinations will be used as available.
Teleconference or Videoconference	Platforms are available as needed to communicate with those unable to attend in person	Telus Microsoft Teams Zoom GoToMeeting, etc.	The Village has a multi-directional to assist with group video communication in one room.
Alberta Emergency Alert	Staff are trained and authorized to use this provincial emergency alert network	Emergencies Disasters Amber Alerts Critical Incidents	Provides a broad outreach to the general public direct to mobile devices and media outlets in times of distress.



Future Communications Initiatives

Annual review of the Village's website, by all committees and departments, for content, suitability, and ease of use. Suggestions for change should be provided to the appropriate personnel.

Work with Protective Services and others to increase the promotion of community safety (DARE, Bike Rodeo, Drinking/Driving campaigns, etc.) through various advertising, school visits, community participation or public relations opportunities, promotional items, brochures, and website enhancement.

Expand and share the image library, including new pictures of Longview (landscape, events, residents, volunteers, etc.) to keep content fresh.

Creation of "Use of Village Logo" and/or "Branding" policy to ensure standards (New image) for use are maintained by all departments and committees.

Train staff to continue to develop communication skills.

Encourage departments to create and deliver communications plans for larger initiatives as they arise.

Work with all departments to create future communications policies and procedures as required to ensure a consistent process of communication is used by everyone.

Investigate the provision of media advice and coordinate media training for key spokespeople.

Adapting to change and continually striving to improve is a requirement of any corporate communications. A comprehensive review of communications should be conducted every three (3) years.

**VILLAGE OF LONGVIEW
BYLAW 443-22 – EMERGENCY MANAGEMENT**

**BEING A BYLAW OF THE VILLAGE OF LONGVIEW IN THE PROVINCE OF
ALBERTA TO APPOINT AN EMERGENCY MANAGEMENT **ADVISORY** COMMITTEE
AND TO ESTABLISH A MUNICIPAL EMERGENCY MANAGEMENT AGENCY**

WHEREAS the Council of the Village of Longview is responsible for the direction and control of its emergency response and is required under the **Emergency Management Act, Local Authority Emergency Management Regulation, Alberta Regulation 203/2018** and amendments thereto, to appoint an Emergency Management Advisory Committee and to establish and maintain a Municipal Emergency Management Agency; and

WHEREAS it is desirable in the public interest, and in the interests of public safety, that such a committee be appointed and such an agency be established and maintained to carry out Council's statutory powers and obligations under the said Emergency Management Act;

NOW THEREFORE, pursuant to and under authority of the Municipal Government Act, Revised Statutes of Alberta 2000, Chapter M-26 and amendments thereto, the Council of the Village of Longview, in the Province of Alberta, duly assembled, enacts as follows;

1. This Bylaw may be cited as the Municipal Emergency Management Bylaw.
2. In this Bylaw
 - a) "Act" means the Emergency Management Act, Revised Statutes of Alberta 2000, Chapter E-6.8, **Local Authority Emergency Management Regulation, Alberta Regulation 203/2018**;
 - b) "Council" means the Council of the Village of Longview;
 - c) "disaster" means an event that has resulted or may result in serious harm to the safety, health or welfare of people, or in widespread damage to property;
 - d) "Emergency Management **Advisory** Committee" means the committee established under this Bylaw;
 - e) "emergency" means a present or imminent event that requires prompt co-ordination of action or special regulation of persons or property to protect the health, safety or welfare of people or to limit damage to property;
 - f) "Minister" means the Minister charged with administration of the Act;
 - g) "Municipal Emergency Management Agency" means the agency established under this Bylaw; and
 - h) "Municipal Emergency Plan" means the emergency plan prepared by the Director of Emergency Management to co-ordinate response to an emergency or disaster.

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3. There is hereby established an **Emergency Management Advisory Committee** to advise Council on the development of emergency plans and programs.
4. There is hereby established a Municipal Emergency Management Agency to act as the agent of Council to carry out its statutory powers and obligations under the Act. This does not include the power to declare, renew, or terminate a state of local emergency, nor the powers contained in Section 12 of this Bylaw.
5. Council shall
 - a) by resolution, appoint three (3) of its members to serve on the **Emergency Management Advisory Committee;**
 - b) by resolution, appoint any other person or persons to serve on the **Emergency Management Advisory Committee;**
 - c) provide for the payment of expenses of the members of the **Emergency Management Advisory Committee;**
 - d) by resolution, on the recommendation of the **Emergency Management Advisory Committee**, appoint a Director of Emergency Management and a Deputy Director of Emergency Management, who shall do those things required of the Director of Emergency Management in that person's absence;
 - e) ensure that emergency plans and programs are prepared to address potential emergencies or disasters in the Village of Longview;
 - f) approve the Village of Longview's emergency plans and programs; and
 - g) review the status of the Municipal Emergency Management Plan and related plans and programs at least once each year.
6. Council may
 - a) by bylaw borrow, levy, appropriate and expend, without the consent of the electors, all sums required for the operation of the Municipal Emergency Management Agency; and
 - b) enter into agreements with and make payments or grants, or both, to persons or organizations for the provision of services in the development or implementation of emergency plans or programs, including mutual aid plans and programs.
7. **Training for elected officials**
 - a) **The Managing Director of the Alberta Emergency Management Agency may prescribe courses that each of a local authority's elected officials must complete**

**VILLAGE OF LONGVIEW
BYLAW 443-22 – EMERGENCY MANAGEMENT**

by posting notice of the courses on the Alberta Emergency Management Agency's website.

- b) Any courses that are prescribed under subsection 7(a) must be completed (a) within 90 days of the elected official taking an official oath as required by section 156 of the *Municipal Government Act*
8. The Emergency Management Advisory Committee shall
- a) Meet at least once a year;
 - b) review the Municipal Emergency Management Plan and related plans and programs on a regular basis; and
 - c) advise Council, duly assembled, on the status of the Municipal Emergency Management Plan and related plans and programs at least once each year.
9. The Municipal Emergency Management Agency shall be comprised of one or more of the following:
- a) the Director of Emergency Management;
 - b) the Deputy Director of Emergency Management; and
 - c) any other person or persons as recommended by the Director of Emergency Management and appointed by resolution of Council.
10. The Municipal Emergency Management Agency shall:
- a) be responsible for the administration of Longview's emergency management program;
 - b) report to the Emergency management Advisory Committee at least once per year and include an update on the agency's review of the Longview emergency plan,
 - c) ensure that a command, control and coordination system prescribed by the Managing Director of Alberta Emergency Management Agency will be used by the Longview Emergency Management Agency.
11. The Director of Emergency Management shall
- a) prepare and co-ordinate the Municipal Emergency Management Plan and related plans and programs for the Village of Longview;
 - b) act as director of emergency operations, or ensure that someone is designated under the Municipal Emergency Management Plan to so act, on behalf of the Municipal Emergency Management Agency; and

VILLAGE OF LONGVIEW
BYLAW 443-22 – EMERGENCY MANAGEMENT

- c) co-ordinate all emergency services and other resources used in an emergency; or
- d) ensure that someone is designated to discharge the responsibilities specified in paragraphs (a), (b), and (c).

12. **The Emergency Management Plan must include**

- a) a description of the administration of the local authority's emergency management program,
- b) the procedures for implementing the emergency plan during an emergency or exercise response,
- c) the local authority's plan for preparedness, response and recovery activities,
- d) a hazard and risk assessment,
- e) emergency management program exercises that the local authority will engage in,
- f) the local authority emergency management agency's plan for regular review and maintenance of the local authority's emergency plan,
- g) the local authority emergency management agency's plan for the review and maintenance of the local authority's emergency plan after an exercise, emergency or disaster,
- h) how the command, control and coordination system prescribed by section 3(3) in the Local Authority Emergency Management Regulation will be used by the local authority's emergency management agency,
- i) the assignment of responsibilities to local authority employees and elected officials, by position, respecting the implementation of the local authority's emergency plan,
- j) a training plan for staff assigned with responsibilities under the local authority's emergency plan,
- k) the mechanisms that will be used to prepare and maintain an emergency management staff contact list for employees and elected officials who have been assigned responsibilities respecting the implementation of the local authority's emergency plan,
- l) the local authority's plan for communications, public alerts and notifications during exercises, emergencies and disasters, and
- m) the local authority's plan for providing emergency social services during an emergency or disaster.

VILLAGE OF LONGVIEW
BYLAW 443-22 – EMERGENCY MANAGEMENT

13. **Review of Emergency Plan**
 - a) **A local authority's emergency management agency must review the emergency plan that applies to that local authority at least once per year.**
 - b) **A local authority's emergency management agency must make the emergency plan that applies to that local authority available to the Alberta Emergency Management Agency for review and comment annually.**

14. The Mayor, or in his / her absence any member of Council, at any time he / she is satisfied that an emergency exists or may exist, may make a declaration of a state of local emergency.

15. When a state of local emergency is declared, the person making the declaration shall
 - a) ensure that the declaration identifies the nature of the emergency and the area of the Village in which it exists;
 - b) cause the details of the declaration to be published immediately by such means of communication considered most likely to notify the population of the area affected; and
 - c) forward a copy of the declaration to the Minister forthwith.

16. Subject to Section 19, when a state of local emergency is declared, the person making the declaration may
 - a) cause the Municipal Emergency Management Plan or any related plans or programs to be put into operation;
 - b) acquire or utilize any real or personal property considered necessary to prevent, combat or alleviate the effects of an emergency or disaster;
 - c) authorize or require any qualified person to render aid of a type he or she is qualified to provide;
 - d) control or prohibit travel to or from any area of the Village;
 - e) provide for the restoration of essential facilities and the distribution of essential supplies and provide, maintain and co-ordinate emergency medical, welfare and other essential services in any part of the Village;
 - f) cause the evacuation of persons and the removal of livestock and personal property from any area of the Village that is or may be affected by a disaster and make arrangements for the adequate care and protection of those persons or livestock and of the personal property;

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BYLAW 443-22 – EMERGENCY MANAGEMENT

- g) authorize the entry into any building or on any land, without warrant, by any person in the course of implementing an emergency plan or program;
 - h) cause the demolition or removal of any trees, structures or crops if the demolition or removal is necessary or appropriate in order to reach the scene of a disaster, or to attempt to forestall its occurrence or to combat its progress;
 - i) procure or fix prices for food, clothing, fuel, equipment, medical supplies, or other essential supplies and the use of any property, services, resources or equipment within the Village for the duration of the state of emergency;
 - j) authorize the conscription of persons needed to meet an emergency; and
 - k) authorize any person(s) at any time to exercise, in the operation of the Municipal Emergency Management Plan and related plans or programs, any power specified in Paragraphs (b) through (j) in relation to any part of the municipality affected by a declaration of a state of local emergency.
17. When a state of local emergency is declared,
- a) neither Council nor any member of Council, and
 - b) no person appointed by Council to carry out measures relating to emergencies or disasters, are liable in respect of damage caused through any action taken under this Bylaw, nor are they subject to any proceedings by prohibition, certiorari, mandamus or injunction.
18. Notwithstanding Section 17,
- a) Council and any member of Council, and
 - b) any person acting under the direction or authorization of Council, is liable for gross negligence in carrying out their duties under this Bylaw.
19. When, in the opinion of the person declaring the state of local emergency, an emergency no longer exists in relation to which the declaration was made, they shall terminate the declaration.
20. A declaration of a state of local emergency is considered terminated and ceases to be of any force or effect when
- a) a resolution is passed under Section 19;
 - b) a period of seven days has lapsed since it was declared, unless it is renewed by resolution;
 - c) the Lieutenant Governor in Council makes an order for a state of emergency

**VILLAGE OF LONGVIEW
BYLAW 443-22 – EMERGENCY MANAGEMENT**

under the Act, relating to the same area; or

d) the Minister cancels the state of local emergency.

21. When a declaration of a state of local emergency has been terminated, the person who made the declaration shall cause the details of the termination to be published immediately by such means of communication considered most likely to notify the population of the area affected.

22. Bylaw #371-15 dealing with the establishment of **Emergency Management** Agency is hereby rescinded.

THIS BYLAW comes into full force and effect upon third and final reading.

READ a first, second and third time this ___ day of _____, 2022

A.D.

Mayor

Chief Administrative Officer



**VILLAGE OF LONGVIEW
COMMITTEE OF THE WHOLE
DISCUSSION ITEM**

Agenda Item #: 5.5

Date: February 7, 2022

Title: Spray Mist Tunnel in campground

Submitted by: Dale Harrison, CAO

Background

With water services going to the campground in 2022, there is an opportunity to add a redneck spray park. While travelling in Saskatchewan a couple of years ago I came across a community-built spray park in a regional park.

A structure similar to this could be constructed on the hill on the west side of the tenting area. It could be fabricated out of 4x4 treat woods as per the example or a couple of fabric car cover frames anchored in the ground with cement. The spray pipe would be wire tied to the frame. A valve with an auto time could be used to ensure that the water would not be left on when not in use.

The hill would provide the possibility of a mini water slide.. This would provide a place for locals to cool off on hot summer days and being located in the campground could attract more family camping stays.

The hill is not usable for camping on and the spray or mist tunnel would provide an enhancement to the village and campground.



