



PROMOTIONAL ITEMS AND COUNCIL RECOGNITION POLICY

PURPOSE

The purpose of this policy is to establish standards for the distribution of promotional material and to acknowledge/recognize achievements and milestones of County residents and business. The policy aims to promote the County, foster community and corporate pride, provide hospitality, and provide tokens of appreciation.

GUIDELINES

1. PROMOTIONAL MATERIAL

- a. The office of the Chief Administrative Officer (CAO) is responsible for distributing, monitoring, and maintaining an inventory of promotional items, and also for ensuring quality and appearance standards when ordering. The CAO shall also manage the budgeting for promotional items, and be responsible for monitoring and evaluation this policy.
- b. An amount for Public and Intergovernmental Relations shall be budgeted to include (but not limited to) procurement of promotional items which may be distributed at the discretion of the CAO's office to employees for attending conferences, meetings, events or functions, or for other County purposes.
- c. Administration from time to times receives requests from various organizations, groups and clubs for items which may be used for raffle or silent auction for fundraising purposes or events which benefit the region as a whole.
 - i. Any request should be submitted to the County office and shall contain details about the fundraising or community event or other reason for the request and the date by which the item is required.
 - ii. The CAO or designate may be decide to approve a request for the donation of an item(s) if the purchase of the item is less than \$200.00.
 - iii. Requests for items valued at more than \$200.00 shall be placed on the next available agenda for Council consideration and or decision.
- d. Requests of a monetary nature will be placed on the next agenda for Council's consideration.

2. GIFTS FOR SPECIAL OCCASIONS

- a. County Councillors shall ensure Administration is made aware of any persons or groups who should be receiving congratulations from the County in accordance with this policy.

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- b. Requests for gifts are to be received in writing and include a date in which the gift is required.
- c. Upon request, Vulcan County will issue:
 - i. A certificate signed by the Reeve commemorating the following:
 - Significant Wedding Anniversary;
 - Birthdays: 75th, 80th, 85th, 90th, 95th, and 100th
 - ii. A plaque with Vulcan County logo commemorating the following:
 - 100th anniversary of continuous farming and residency by the same family in the County with the condition that the location is still actively farming;
 - 50th, 75th, or 100th anniversary of continuous business for businesses that are located within Vulcan County;
 - Grand opening of capital infrastructure projects for which Vulcan County has provided a significant contribution towards the success of the project;
 - Grand opening of a new municipal facility or the reopening of a renovated municipal facility of other Southern Alberta municipalities or urban municipalities within our boundaries.
 - iii. A suitable gift and Certificate of Appreciation from Vulcan County will be issued to volunteer members or members-at-large for recognition of their service on County Fire Departments, Council Advisory Boards, and committees. Each individual will only be entitled to receive one gift per committee which they have volunteered for.

3. PUBLIC RELATIONS

Vulcan County shall express gratitude with an appropriate follow-up correspondence or thank you card to organizations and community groups that have been invited by Vulcan County Council to present at a Council meeting, in recognition of their time and effort.

4. SPECIAL CIRCUMSTANCES

Any accomplishment or achievement that is reached by a resident or community group of Vulcan County, which is beyond the scope of achievements outlined in this policy, shall be placed on the next available agenda, for County Council to determine an appropriate expression of congratulations to be presented to the successful individual or group.