



# AGENDA

## Regular Council Meeting

4:30 PM - Monday, February 8, 2021

Virtual Remote Meeting & Live Stream Dinosaur Valley YouTube Channel

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	Page
1. CALL TO ORDER	
2. OPENING REMARKS AND ANNOUNCEMENTS	
2.1. Volunteer Opportunity 2021 Census - Statistics Canada <a href="https://census.gc.ca/index-eng.htm">https://census.gc.ca/index-eng.htm</a>	
2.2. Town of Drumheller Boards and Committees Volunteers Opportunity Municipal Planning Commission - For more information please email CAO@drumheller.ca	
2.3. Cancellation of the Committee of the Whole Meeting - Tuesday February 16, 2021 The next Regular Council Meeting will be Monday February 22, 2021	
3. ADOPTION OF AGENDA	
4. MINUTES	
4.1. Minutes for January 25, 2021 Regular Meeting	3 - 8
Motion: That Council adopt the January 25, 2021 Regular Meeting minutes as presented.	
<a href="#">Regular Council - 25 Jan 2021 - Minutes</a>	
4.2. Municipal Planning Commission Meeting Minutes of November 5th and 18th, 2020	9 - 23
Motion: That Council accept as information, the minutes of the November 5th and 18th, 2020 Municipal Planning Commission meetings.	
<a href="#">MPC Minutes - November 5, 2020</a>	
<a href="#">MPC Minutes - November 18, 2020</a>	
5. REQUEST FOR DECISION REPORTS	
5.1. CHIEF ADMINISTRATIVE OFFICER	
5.1.1. Environmental Reserve Change of Designation Bylaw 01.21 - Second Reading	24 - 26
Motion: That Council approve second reading of Bylaw 01.21 as presented.	
<a href="#">Bylaw 01.21 &amp; Schedule A - 1st Reading V2- 2021Feb4</a>	

5.2. CHIEF RESILIENCY & FLOOD MITIGATION OFFICER

5.2.1. Flood Mitigation Update

5.3. DIRECTOR OF INFRASTRUCTURE SERVICES

5.3.1. SeeClickFix - Town App Policy C-03-21 Update 27 - 37

Motion: That Council adopt the Town App Policy C-03-21 as presented.

[Town App Policy C-03-21 -2021Jan5](#)

5.4. COMMUNICATION OFFICER

5.4.1. Request for Decision - Social Media Policy C-02-21 38 - 72

Motion: That Council adopt the Town of Drumheller Social Media Policy C-02-21 as presented.

[2020 RFD & Social Media Policy C-02-21 - 2021Feb5 v2](#)

[TOD Social Media Policy Dec9 2020 - 2021Feb4](#)

[TOD Social Media Guidelines For Employees Dec10 2020 - 2021Feb4](#)

6. ADJOURNMENT



**Town of Drumheller  
Regular Council Meeting Minutes  
Monday, January 25, 2021  
LOCATION: Virtual Remote Meeting &  
Live Stream on Dinosaur Valley YouTube Channel**

**IN ATTENDANCE**

Mayor Colberg  
Councillor Kristyne DeMott  
Councillor Jay Garbutt  
Councillor Tony Lacher  
Councillor Fred Makowecki  
Councillor Tom Zariski

Chief Administrative Officer (CAO): Darryl Drohomerski  
Chief Resiliency and Flood Mitigation Officer (CRFMO): Darwin Durnie  
Director of Emergency and Protective Services: Greg Peters  
Director of Infrastructure Services: Dave Brett  
Manager of Human Resources: Nicole Skiftun  
Communication Officer: Erica Crocker  
Legislative Assistant: Denise Lines

**APPROVED LEAVE**

Councillor Lisa Hansen-Zacharuk

**1. CALL TO ORDER**

Mayor Colberg called the meeting to order at 4:31pm

**2. OPENING REMARK**

**3. ADOPTION OF AGENDA**

**3.1. Agenda for January 25, 2021 Regular Council Meeting**

M2021.11 Moved by Councillor Lacher, Seconded by Councillor DeMott;  
that Council adopt the January 25, 2021 Regular Council meeting agenda as presented.

Carried unanimously

**4. MINUTES**

**4.1. Minutes for January 11, 2021 Regular Meeting**

M2021.12 Moved by Councillor Zariski, Seconded by Councillor Garbutt; that Council  
adopt the January 11, 2021 Regular Meeting minutes as presented.

Carried unanimously

**5. REQUEST FOR DECISION REPORTS**

**5.1. CHIEF ADMINISTRATIVE OFFICER**

**5.1.1. Extended Leave of Absence - Councillor Lisa Hansen-Zacharuk**

M2021.13 Moved by Councillor Zariski, Seconded by Councillor DeMott.

Be it resolved that Council extend the leave of absence with pay for eight (8) weeks for Councillor Hansen-Zacharuk due to medical reasons.

Carried unanimously

**5.1.2. Request for Decision - Board Applications Airport Commission – C. Bonneville and R. Graham**

M2021.14 Moved by Councillor Makowecki, Seconded by Councillor Lacher; that Council approve the reappointment of Catherine Bonneville for a second three (3) year term and the appointment of Robert Graham for a three (3) year term with both terms ending January 2024.

Carried unanimously

**5.1.3. Covid Update / State of Local Emergency**

M2021.15 Moved by Councillor Lacher, Seconded by Councillor Garbutt; that Council terminate the declaration of the State of Local Emergency in the Town of Drumheller.

Carried unanimously

**5.2. CHIEF RESILIENCY & FLOOD MITIGATION OFFICER**

**5.2.1. Request for Decision - Use of Municipal and Environmental Reserves for Flood Mitigation Infrastructure**

This request for decision is being brought forward by the flood mitigation office to get approval from Council for multiple projects involving land throughout the Valley. Due to the large number of potential sites being used in the flood mitigation project the resolution is being proposed for practicality and expediency.

Councillor Garbutt has requested that the flood mitigation team present to Council the first few plans to alter environmental reserves because of flood mitigation projects. This will allow Council and the community to get a better understanding of the projects

M2021.16 Moved by Councillor Lacher, Seconded by Councillor Zariski

WHEREAS, many flood mitigation berms have been constructed on public streets, public utility lots, municipal reserves, environmental reserves, lands owned by the Town of Drumheller and lands owned by the Province of Alberta in the past;

WHEREAS, it is the intent of the new Drumheller Flood Mitigation Program to upgrade these existing flood mitigation berms and place additional berms on public streets, public utility lots, municipal reserves, environmental reserves, lands owned by the Town of Drumheller and lands owned by the Province of Alberta;

WHEREAS, Section 667 of the Municipal Government Act allows for the use of public reserve lands for the construction and maintenance of a roadway or public utility if the interests of the public will not be adversely affected;

AND WHEREAS, the Council of the Town of Drumheller considers flood mitigation berms to be a public utility constructed and maintained for the protection of property and the safety of the public and therefore in the best public interest;

NOW THEREFORE, be it resolved that the Council of the Town of Drumheller finds the public will not be adversely affected by the use of reserve lands for flood mitigation berms and hereby authorizes the use of public streets, public utility lots, municipal reserves and environmental reserves for the construction and maintenance of flood mitigation berms and appurtenances thereto as necessary.

Carried unanimously

### **5.2.2. Request for Decision - Engineering Prime Consultant Services (2020 - 2024) RFP-12-10**

M2021.17 Moved by Councillor Lacher, Seconded by Councillor Zariski

1. That the Council of the Town of Drumheller authorize the Chief Resiliency and Flood Mitigation Officer to enter into contracts for the following engineering firms for Projects 1 to 11 up to the maximum amounts specified: Wood PLC - \$700,000; Klohn Crippen Berger - \$650,000; Kerr Wood Leidal - \$580,000; and,

2. That the Council of the Town of Drumheller approve a Construction Monitoring Budget for Projects 1 to 11 in the amount of \$1,630,000, to be awarded when the design work is complete.

### **Discussion**

After a discussion about how and why the amounts were distributed to the various companies, Councillor Garbutt noted that some numbers quoted in the request for decision needed to be corrected. CAO, D. Drohomerski asked for an amendment to the motion.

M2021.18 Moved by Councillor DeMott, Seconded by Councillor Garbutt that an amendment be made to motion M2021.17.

Carried unanimously

M2021.19 Moved by Councillor Zariski, Seconded by Councillor Garbutt.

1. That the Council of the Town of Drumheller authorize the Chief Resiliency and Flood Mitigation Officer to enter into contracts for the following engineering firms for Projects 1 to 11 up to the maximum amounts specified: Wood PLC - \$700,000; Klohn Crippen Berger - \$650,000; **Kerr Wood Leidal - \$400,000**; and,

2. That the Council of the Town of Drumheller approve a Construction Monitoring Budget for Projects 1 to 11 in the amount of \$1,630,000, to be awarded when the design work is complete.

Carried unanimously

### **5.3. DIRECTOR OF INFRASTRUCTURE SERVICES**

#### **5.3.1. Snow Removal Policy C-01-21, Changes in Ice and Snow Removal Chart, Snow Removal Strategy Maps**

M2021.18 Moved by Councillor Lacher, Seconded by Councillor Zariski; that Council moves to approve the Snow Removal and Ice Control Strategy - 2020 as presented.

5 For: Councillors DeMott, Lacher, Makowecki, Zariski, Mayor Colberg  
1 Opposed: Councillor Garbutt

Carried

**5.4. MANAGER OF HUMAN RESOURCES**

**5.4.1. Employee Incentive Plan**

M2021.19 Moved by Councillor Garbutt, Seconded by Councillor DeMott; that Council approve Section 3, Policy #3.02.10.11 the Pay and Performance Innovation Incentive Plan.

Carried unanimously

**6. PUBLIC HEARING TO COMMENCE AT 5:30 PM**

**6.1. Public Hearing for Bylaw 01.21**

1. Mayor Open Public Hearing: Time: 5:31pm
2. Mayors Introduction of Matter
3. Change to Land Designation - Environmental Reserve Designation Change - CAO, D. Drohomerski
4. Rules of Conduct
5. Announcement of Public to Speak
6. Public - Registered to Present Remotely / Phone  
Tracy Morse  
John Bruins
7. Public - Written Submission Read Aloud – No written submissions
8. Mayor Call for Public Hearing to Close. Time: 5:51pm

**7. CLOSED SESSION**

**7.1. Land Planning Discussion - FOIP 16(1) - Disclosure harmful to business interests of a third party**

M2021.20 Moved by Councillor Zariski, Seconded by Councillor Lacher; that Council close the meeting to the public as per FOIP 16(1). Time: 5:51pm

Carried unanimously

M2021.21 Moved by Councillor Zariski, Seconded by Councillor Lacher that Council open the meeting. Time 7:40pm

**8. ADJOURNMENT**

M2021.22 Moved by Councillor Makowecki, Seconded by Councillor Garbutt to adjourn the meeting. Time: 7:40pm

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Chief Administrative Officer

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Mayor

Town of Drumheller YouTube link for the January 25, 2021  
<https://www.youtube.com/watch?v=m4KMtE-xlZE&t=215s>





**Municipal Planning Commission  
MINUTES  
Meeting of Thursday November 5, 2020**

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**Present:** Darryl Drohomerski, CAO/Development Officer  
Antonia Knight, Development Officer in Training  
Corri Bitner, Administrative Support  
Linda Taylor, Recording Secretary  
Tom Zariski, Chair - Councillor/Member  
Tony Lacher, Councillor/Member  
Shelley Rymal, Member - online  
Stacey Gallagher, Member  
Devin Diano, Palliser Regional Municipal Services Representative – Planner

**Absent:** Sharon Clark, Vice Chair/Member - Regrets  
Scott Kuntz, Member - Regrets  
Andrew Luger, Member  
Darwin Durnie - Chief Resiliency & Flood Mitigation Officer

**Attendee(s):**

**1.0 CALL TO ORDER – 12:02 pm**

T. Zariski presented the Agenda for the November 5, 2020 meeting.

**1.1 Agenda – Additions, Deletions or Amendments**

**Addition** - none

**Deletion** - none

**Amendment** -

**1.2 Acceptance of Agenda**

**Motion:** - T. Lacher moved to accept the agenda for the November 5, 2020 agenda

**Second:** – S. Rymal - Carried

**2.0 MINUTES FROM PREVIOUS MEETINGS**

**2.1 October 8, 2020**

**Motion:** S. Rymal moved to accept the minutes of October 8, 2020

**Second:** – S. Gallaher - Carried

**2.2 Summary of Development Permits**

**Motion:** T. Lacher moved to accept the Summary of Development Permits for information only

**Second:** – S. Gallagher - Carried



### **3.0 DEVELOPMENT PERMITS**

#### **3.1 T00116-20D – Home Occupation – Adjust the Angle**

D. Drohomerski presented Development Permit T00116-20D submitted by Applicant for a Home Occupation located at 1224 2 Avenue West, Drumheller on Plan 6561CO; Block 5; Lot 12. Zoning is R-1A Residential District.

D. Drohomerski advised Adjust the Angle is a promotion company conducting business from a home office. Consulting as well as promoting the Valley of Drumheller, music, film, sports, business and the Arts.

Municipal Planning Commission discussed the application.

**Motion:** T. Lacher moved to approve presented Development Permit T00116-20D submitted by Applicant for a Home Occupation located at 1224 2 Avenue West, Drumheller on Plan 6561CO; Block 5; Lot 12 subject to the following conditions;

1. Shall conform to Land Use Bylaw 10-08.
2. Shall conform to the Town of Drumheller Community Standards Bylaw 06-19.
3. An Annual Business License is required.
4. Where the applicant for the home occupation is not the registered owner of the dwelling unit; the applicant shall provide written authorization from the registered owner(s).
5. There shall be no outside storage of materials, commodities or finished products.
6. Signing is restricted to one sign per site attached to the building with a maximum size of 0.9 m (10 sq. ft.). Appearance of the sign shall be of a professional quality to the satisfaction of the Development Officer. Any variation shall be subject to a separate development permit application.
7. If the holder of the permit wishes to make any change in the conduct of the business that departs from the description in the application or from any other condition or restrictions imposed, the holder of the permit must obtain prior permission of the Development Authority.
8. Development to conform to any and all Federal, Provincial and/or Municipal regulations and/or guidelines that may apply.
9. Home Occupations shall be revocable at any time by the Development Authority, if the use is or has become detrimental to the amenities of the neighborhood.
10. A commercial vehicle shall be subject to approval, and shall not be detrimental to the residential character of the neighborhood.

**Second:** S. Rymal - Carried

**3.2 T00119-20D – Home Occupation – Valley Nails**

D. Drohomerski presented Development Permit T00119-20D submitted by Applicant for a Home Occupation located at 478 Hunter Drive, Nacmine on Plan 205EO; Block G; Lot O. Zoning is R-1 Residential District.

D. Drohomerski advised Valley Nails is a nail application business to be run from the home location. The business is part-time and may run the hours 9 am to 8 pm. The customers would park at the rear of the home.

Municipal Planning Commission discussed the application. Question arose in regards to Alberta Health Service inspections; as per condition 11 the report of inspection is to be submitted to the Development Authority.

**Motion:** S. Gallagher moved to approve presented Development Permit T00119-20D submitted by Applicant for a Home Occupation located at 478 Hunter Drive, Nacmine on Plan 205EO; Block G; Lot O subject to the following conditions;

1. Shall conform to Land Use Bylaw 10-08.
2. Shall conform to the Town of Drumheller Community Standards Bylaw 06-19.
3. An Annual Business License is required.
4. Where the applicant for the home occupation is not the registered owner of the dwelling unit; the applicant shall provide written authorization from the registered owner(s).
5. There shall be no outside storage of materials, commodities or finished products.
6. Signing is restricted to one sign per site attached to the building with a maximum size of 0.9 m (10 sq. ft.). Appearance of the sign shall be of a professional quality to the satisfaction of the Development Officer. Any variation shall be subject to a separate development permit application.
7. If the holder of the permit wishes to make any change in the conduct of the business that departs from the description in the application or from any other condition or restrictions imposed, the holder of the permit must obtain prior permission of the Development Authority.
8. Development to conform to any and all Federal, Provincial and/or Municipal regulations and/or guidelines that may apply.
9. Home Occupations shall be revocable at any time by the Development Authority, if the use is or has become detrimental to the amenities of the neighborhood.
10. A commercial vehicle shall be subject to approval, and shall not be detrimental to the residential character of the neighborhood.
11. Development to conform and meet the requirements of the Health Authority; reports to be submitted to the Development Authority.

**Second:** T. Lacher - Carried

**3.3 T00120-20D – Home Occupation – Dino Delivery**

D. Drohomerski presented Development Permit T00120-20D submitted by Applicant for a Home Occupation located at 48 Hunts Place, Drumheller on Plan 544LK; Block 1; Lot 10A. Zoning is R-4 Residential District.

D. Drohomerski advised this delivery and courier business has been in operation for sometime, however the applicant has moved to a new location, therefore the application is being seen again, as it is a discretionary use in this district. The business includes delivery of restaurant orders, prescription delivery, flowers, general courier services and exclusive delivery for Mr. Liquor.

Municipal Planning Commission discussed the application. Noted, as per the retail liquor store handbook information, the delivery person must have a valid ProServe certification.

**Motion:** T. Lacher moved to approve presented Development Permit T00120-20D submitted by Applicant for a Home Occupation located at 48 Hunts Place, Drumheller on Plan 544LK; Block 1; Lot 10A subject to the following conditions;

1. Shall conform to Land Use Bylaw 10-08.
2. Shall conform to the Town of Drumheller Community Standards Bylaw 06-19.
3. An Annual Business License is required.
4. Where the applicant for the home occupation is not the registered owner of the dwelling unit; the applicant shall provide written authorization from the registered owner(s).
5. There shall be no outside storage of materials, commodities or finished products.
6. Signing is restricted to one sign per site attached to the building with a maximum size of 0.9 m (10 sq. ft.). Appearance of the sign shall be of a professional quality to the satisfaction of the Development Officer. Any variation shall be subject to a separate development permit application.
7. If the holder of the permit wishes to make any change in the conduct of the business that departs from the description in the application or from any other condition or restrictions imposed, the holder of the permit must obtain prior permission of the Development Authority.
8. Development to conform to any and all Federal, Provincial and/or Municipal regulations and/or guidelines that may apply.
9. Home Occupations shall be revocable at any time by the Development Authority, if the use is or has become detrimental to the amenities of the neighborhood.
10. A commercial vehicle shall be subject to approval, and shall not be detrimental to the residential character of the neighborhood.

**Second:** S. Rymal - Carried

**3.4 T00123-20D -- Applicant - Agricultural Building with variance to 2520 square feet**

D. Drohomerski presented Development Permit T00123-20D submitted by Applicant for new construction of Agricultural building with variance to 2520 square feet located at 150 Highway 10X, Drumheller on NW-20-28-19-W4. Zoning is A - Agricultural District.

D. Drohomerski advised this is for the construction of an agricultural building. The building will be 2520 square feet with a 16-foot-high ceiling, with an overall total height of 20 feet. This is Agricultural land.

Municipal Planning Commission discussed the application.

**Motion:** S. Gallagher moved to approve presented Development Permit T00123-20D submitted by Applicant for new construction of Agricultural building with variance to 2520 square feet located at 150 Highway 10X, Drumheller on NW-20-28-19-W4 subject to the following conditions;

1. Development shall conform to Town of Drumheller Land Use Bylaw 10-08.
2. Development shall conform to the Town of Drumheller Community Standards Bylaw 06-19.
3. Placement of construction as per plot plan submitted.
4. All necessary permits (electrical, gas, etc) to be in place prior to construction/installations.
5. All local improvements at owner's expense including, however not limited to, driveways, frontage charges, water/sewer services. (Call 823.1330 for the regulations).
6. Exterior finished appearance of the proposed construction to be compatible with that of existing development and to the satisfaction of the Development Authority.
7. If the holder of the permit wishes to make any changes in the proposed development from application as approved, the holder of the permit must first obtain permission of the Development Authority. An additional development permit may be necessary.
8. Must conform to any/all Federal, Provincial and/or Municipal regulations and/or guidelines that may apply.
9. Contractor(s) to have a valid Business License with the Town of Drumheller.
10. Contact Alberta One-Call to request that buried utilities be located and marked before you dig; secondary utilities are the property owners responsibility. 1-800-242-3447 Alberta One-Call
11. Prior to construction, establishment of property lines must occur through either a survey by a registered land surveyor or by locating the property markers (steel pins). A real property report may also be used to establish property lines.

**Second:** S. Rymal - Carried

**3.5 T00117-20D – Applicant – Expansion to existing & New Construction restaurant**

D. Drohomerski presented Development Permit T00117-20D submitted by Applicant for an expansion to the existing building and a new construction restaurant located at 200 – 680 2 Street SE, Drumheller on Plan 9512135; Block 11; Lot 6.  
Zoning is HWY C – Highway Commercial District.

D. Drohomerski advised this is the existing Shell gas station; an expansion of the existing building is to add walk in coolers and to offer hot food stuff to be more competitive. As well, the applicant wants to add a new construction restaurant on the same parcel. Both buildings require a variance to the rear yard setback to 1.6 meters from 6.1 meters. A web map view was brought up on the screen for a better understanding of the set back distance and layout of the surrounding area.

Municipal Planning Commission discussed the application.

**Motion:** T. Lacher moved to approve presented Development Permit T00117-20D submitted by Applicant for an expansion to the existing building and a new construction restaurant with a variance on both building to 1.6 meters on the rear set backs from 6.1 meters, located at 200 – 680 2 Street SE, Drumheller on Plan 9512135; Block 11; Lot 6 subject to the following conditions;

1. Development shall conform to Town of Drumheller Land Use Bylaw 10-08.
2. Development shall conform to the Town of Drumheller Community Standards Bylaw 06-19.
3. Development shall conform to the Tourism Corridor Bylaw 04-19.
4. Development shall conform to any/all Municipal, Provincial and Federal regulations, guidelines and/or legislation that may apply.
5. Development shall conform to Alberta Building Codes and Fire Codes. Prior to occupancy confirmation from the Local Fire Authority that the building(s) may be occupied for such purposes.
6. Development shall conform to the Alberta Health Authority; confirmation from the Local Alberta Health Services that the building(s) may be occupied for such purposes.
7. If the holder of the permit/property owner wishes to make any changes in the proposed development, occupancy or additions to same from application as approved, the holder of the permit must first obtain permission of the Development Officer/Municipal Planning Commission. An additional development permit may be necessary.
8. Proper placement of foundation walls -- as per application -- to be determined by a Registered Alberta Land Surveyor. Real Property Report to be provided to the Town of Drumheller for verification and upon completion.
9. All necessary Safety Codes Permits (building, electrical, gas, plumbing and private sewage.) to be in place prior to any construction/installations.
10. Make provisions for installation of water services and meter as per the Town of Drumheller water/sewer bylaw at the expense of the owner/applicant.
11. Offsite levies to be paid prior to the issuance of Safety Codes permits.





12. External finished appearance of site to the satisfaction of the development Officer/Municipal Planning Commission.
13. Ensure grading allows for all surface water to drain from the site and does not adversely affect neighboring properties
14. Any/all local improvements or upgrade required for development are at owner/applicants' expense. All local improvements, and construction thereof, must be approved by the Town of Drumheller including, but not limited to, approaches, driveways, frontage charges, water/sewer services, etc. Please contact 403-823-1330 for approval and specifications prior to installation.
15. Landscaping to be in accordance with Policy C04-02 and Land Use Bylaw 10-08 and to the satisfaction of the Development Officer/Municipal Planning Commission.
16. Development permit is required for signage placement and made under a separate application prior to placement.
17. Garbage and waste materials must be stored in weather proof and animal proof containers and screened from adjacent sites and public thoroughfares including lanes.
18. No outside storage of material and equipment.
19. Sites abutting a residential district shall be screened from the view of the residential district to the satisfaction of the Municipal Planning Commission.
20. Contractor and subcontractors to have a valid business license with the Town of Drumheller.
21. Annual Business License(s) are required for each separate business.

**Second:** S. Rymal - Carried

#### **4.0 PALLISER REGIONAL MUNICIPAL SERVICES**

##### **4.1 File 80-158 Campbell subdivision – discussion item**

D. Diano, Palliser Regional Municipal Services Planner updated the Municipal Planning Commission on the subdivision application for Campbell. Subdivision applications have a 60-day timeline from the time the application is received until a decision is rendered. D. Diano noted the permit was conditionally approved. Discussion on concerns and approval process.



**5.0 OTHER DISCUSSION ITEMS**

- 5.1 Update** - a new draft Land Use Bylaw should be available on Monday November 9, 2020. Second reading potentially to be done Monday November 23, 2020.  
The Palliser web map to be updated to inform residents of the new zoning of properties; to be done soon.

Printed copies of the new Land Use Bylaw requested by MPC members

**5.2 IN CAMERA**

Motion to go In Camera by S. Gallagher – 12:44pm  
Second – T. Lacher – Carried

Motion to go out In Camera by S. Gallagher – 1:02pm  
Second – T. Lacher – Carried

**6.0 NEXT MEETING DATE – November 18, 2020**

- 7.0 Adjournment – Meeting adjourned** by T. Lacher at 1:05 pm.  
**Second** by S. Gallagher - Carried

*Sec attached*

Chairperson

A blue ink signature of the Development Officer, consisting of a stylized 'D' and 'O' followed by a horizontal line.

Development Officer

**Attachments:**

- Agenda
- Summary of development permits





**5.0 OTHER DISCUSSION ITEMS**

- 5.1 Update** - a new draft Land Use Bylaw should be available on Monday November 9, 2020. Second reading potentially to be done Monday November 23, 2020.  
The Palliser web map to be updated to inform residents of the new zoning of properties; to be done soon.

Printed copies of the new Land Use Bylaw requested by MPC members

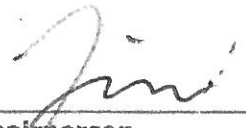
**5.2 IN CAMERA**

Motion to go In Camera by S. Gallagher – 12:44pm  
Second – T. Lacher – Carried

Motion to go out In Camera by S. Gallagher – 1:02pm  
Second – T. Lacher – Carried

**6.0 NEXT MEETING DATE – November 18, 2020**

- 7.0 Adjournment – Meeting adjourned** by T. Lacher at 1:05 pm.  
Second by S. Gallagher - Carried

  
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**Chairperson**

  
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**Development Officer**

**Attachments:**

- Agenda
- Summary of development permits



**Municipal Planning Commission  
MINUTES  
Meeting of Wednesday November 18, 2020**

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**Present:** Darryl Drohomerski, CAO/Development Officer - online  
Antonia Knight, Development Officer in Training  
Linda Taylor, Recording Secretary  
Tom Zariski, Chair - Councillor/Member – online – exit at 12:59pm  
Tony Lacher, Councillor/Member - online  
Sharon Clark, Vice Chair/Member – online – exit at 1:10 pm  
Shelley Rymal, Member - online  
Stacey Gallagher, Member - online  
Andrew Luger, Member – online  
Devin Diano, Palliser Rep. – Planner – online – exit 1:05pm

**Absent:** Scott Kuntz, Member - Regrets

**Attendee(s):**

**1.0 CALL TO ORDER – 12:09 pm**

T. Zariski presented the Agenda for the November 18, 2020 meeting.

**1.1 Agenda – Additions, Deletions or Amendments**

**Addition** - none

**Deletion** - none

**Amendment** - none

**1.2 Acceptance of Agenda**

**Motion:** - S. Rymal moved to accept the agenda for the November 18, 2020 meeting.

**Second:** – S. Clark - Carried

**2.0 MINUTES FROM PREVIOUS MEETINGS**

**2.1 November 5, 2020**

**Motion:** S. Rymal moved to accept the minutes of November 5, 2020

**Second:** – S. Gallagher - Carried

**2.2 Summary of Development Permits**

**Motion:** A. Luger moved to accept the Summary of Development Permits for information only

**Second:** – T. Lacher - Carried

**3.0 DEVELOPMENT PERMITS****3.1 T00124-20D – Applicant – 2 portable accessory buildings (Shelter Logic)**

D. Drohomerski presented Development Permit T00124-20D submitted by Applicant for placement of two 20-foot x 10-foot portable shelters for storage located at 153 1 Street, Nacmine on Plan 7125DD; Block 3; Lot 5. Zoning is R-1 – Residential District.

D. Drohomerski advised the applicant is applying for placement of two 20-foot x 10-foot portable shelters for storage. Accessory building, portable is a discretionary use in this district. As noted on the application the shelters would not be seen from first street or the alley due to the fences and hedges surrounding the property. Approval for the placement of the shelters was signed by the property owner.

In camera – 12:13 pm  
 Motion S. Rymal  
 Second S. Clark - carried

Out in camera – 12:34 pm  
 Motion S. Clark  
 Second S. Rymal - carried

Municipal Planning Commission discussed the application. Discussion on accessory buildings as per the Land Use Bylaw for the zoning; not to exceed 728 square feet, unless otherwise approved by Municipal Planning Commission, relaxations to lot coverage greater than 20% may be permitted with consideration to the lot and shall not exceed the square footage of the principal building. There is an existing 552 square foot accessory building on the property with the two accessory buildings the square footage is a total of 952; exceeding the allowable by 30.5%.

**Motion:** S. Gallagher moved to approve presented Development Permit T00124-20D submitted by Applicant for placement of two 20-foot x 10-foot portable shelters for storage located at 153 1 Street, Nacmine on Plan 7125DD; Block 3; Lot 5.

**Second:** S. Rymal      Vote in Favor - 0    Opposed - 6.

**Motion Defeated.**

**REASON FOR REFUSAL**

The Municipal Planning Commission denied the application for placement of two 20-foot x 10-foot portable shelters for storage, for the following reason(s):

1. The addition of the two 20-foot x 10-foot portable shelters with the existing accessory building (garage) would exceed the square footage allowable of 728 by 30.5%; As per the Town of Drumheller Land Use Bylaw 10-08

**R-1 – Residential District**

Accessory buildings shall not exceed the lesser of 67 m<sup>2</sup> (728 sq. ft.) or 15% of lot coverage unless otherwise approved by the Municipal Planning Commission, relaxations to lot coverage greater than 20% may be permitted with consideration for:

- (i) the size and configuration of the lot; and
- (ii) shall not exceed the floor area of the principal building.



2. The addition of the two 20-foot x 10-foot portable shelters did not meet the relaxation-variance of the development standards; per the Town of Drumheller Land Use Bylaw 10-08  
**Relaxation/ Variance of Development Standards**

- (7) (a) The Municipal Planning Commission at its discretion may relax the minimum requirements or maximum limits in any land use district beyond the standards outlined in the Land Use Bylaw up to 20% if in the opinion of the Municipal Planning Commission the proposed development would not:
- (i) unduly interfere with the amenities of the neighborhood;
  - (ii) materially interfere with or affect the use, enjoyment or value of the neighboring properties; and
  - (iii) the proposed development conforms with a land use prescribed for that land or building in this Bylaw; and
  - (iv) side yards in a residential land use district shall not be less than 1.2m (4 ft.) unless the proposed development is determined to be consistent with the neighborhood and appropriate fire rating and building code considerations are provided.

(b) Notwithstanding the above, the Municipal Planning Commission, at its discretion, may relax the minimum requirements or maximum limits beyond 20% in the following situations and in accordance with the following criterion:

(vi) Test for Criteria:

- (i) the proposed development would not unduly interfere with the amenities of the neighborhood or materially interfere with or affect the use, enjoyment or value of neighboring properties; and
- (ii) the proposed development conforms with a use prescribed by this Bylaw for that land or building; and
- (iii) the proposed use or development conforms to the purpose and intent of the Land Use District; and
- (iv) consideration of whether granting the relaxation would make the proposed development incompatible with existing developments or uses; and
- (v) must take into consideration the future land uses of the parcel and surrounding area as depicted in any statutory plans of the municipality.



### **3.2 T00126-20D – Applicant – 3 decks**

D. Drohomerski presented Development Permit T00126-20D submitted by Applicant for 3 decks located at 861 3 Avenue West, Drumheller on Plan 6979DB; Block 50A; Lot E ½ 9 and 10. Zoning is R-1 – Residential District.

D. Drohomerski advised the applicant is applying for 3 decks; the property was recently purchased, as part of the purchase was to obtain an issued development permit for the decks with variances. The side deck is 30 centimeters high and meets all setback requirements. The front deck is 34 centimetres high, and is more of a landing however does require a variance to 3.55-meter front yard set back. The rear deck is 15 centimeters high and does require a variance to 5.46-meter rear yard set back.

Municipal Planning Commission discussed the application.

**Motion:** S. Clark moved to approve presented Development Permit T00126-20D submitted by Applicant for side yard deck, rear yard deck with variance to 5.46-meter rear yard set back and front yard deck with variance to 3.55-meter front yard set back located at 861 3 Avenue West, Drumheller on Plan 6979DB; Block 50A; Lot E ½ 9 and 10 subject to the following conditions;

1. Development shall conform to Town of Drumheller Land Use Bylaw 10-08.
2. Development shall conform to Town of Drumheller Community Standards Bylaw 06-19.
3. Must conform to any/all Federal, Provincial and/or Municipal regulations and/or guidelines that may apply.
4. Placement of construction as per plot plan submitted.
5. Should the deck height be .6 meter (24 inches) or higher at any point, a building permit will be required.
6. Should a hot tub be installed a building permit and electrical permit are required.
7. Should the deck be enclosed or have a roof a building permit will be required
8. External finished appearance of the proposed construction to be compatible with that of existing development.
9. Any changes in the proposed development as approved; the holder of the permit must first obtain permission of the Development Officer/Municipal Planning Commission. An additional development permit may be necessary.
10. Contractor(s) to have a valid Business License with the Town of Drumheller.
11. Contact Alberta One-Call 1-800-242-3447 to request that buried utilities be located and marked; secondary utilities are the property owner's responsibility.

**Second:** S. Gallagher - Carried

### **4.0 PALLISER REGIONAL MUNICIPAL SERVICES**



**5.0 OTHER DISCUSSION ITEMS**

**5.1 Buildings – vacant or unfinished**

- Municipal Planning Commission discussed various buildings that are presently vacant or in an unfinished state(s).
- Is there incentives present or could incentives be brought forward to the owners of the properties to assist or encourage cleaning up the property(s) and/or getting projects completed in a timelier manner.
- Are conditions of development being met by the applicants, and what is being done to encourage completion.
- Also noted, are there incentives to be presented to vacant land owners to motivate development?
- Discussion in regards to supplementary tax on vacant buildings; currently there are discussions with the assessors.

**5.2 Land Use Bylaw and Municipal Development Plan**

- Second reading of the Land Use Bylaw to take place on November 23, 2020.
- Feed back will be accepted for seven days between the second and third readings.
- Mapping is now available to view in regards to the proposed zoning

**6.0 NEXT MEETING DATE – December 3, 2020**

**7.0 Adjournment – Meeting adjourned** by A. Luger at 1:33 pm.  
**Second** by S. Gallagher - Carried

See attached

Chairperson

A blue ink signature of the Development Officer.

Development Officer

**Attachments:**

- Agenda
- Summary of development permits



**5.0 OTHER DISCUSSION ITEMS**

**5.1 Buildings – vacant or unfinished**

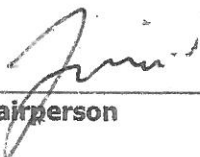
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Second by S. Gallagher - Carried**

  
\_\_\_\_\_  
**Chairperson**

  
\_\_\_\_\_  
**Development Officer**

**Attachments:**

- Agenda
- Summary of development permits

**TOWN OF DRUMHELLER**

**BYLAW NUMBER 01.21**

**THIS IS A BYLAW OF THE TOWN OF DRUMHELLER**, in the Province of Alberta for the purpose of changing the boundaries of an Environmental Reserve pursuant to Section 676(1)(d) of the Municipal Government Act, Chapter M-26, Revised Statutes of Alberta 2000 to satisfy a concern relating to the dedication of an Environmental Reserve in 1981 and to allow part of this property to be used for other purposes.

**WHEREAS:** Lot 19 E.R. (Environmental Reserve) in Block 3 containing 6.80 Acres was created by Subdivision Plan No. 811 1554; and

**WHEREAS:** Section 664 of the said Municipal Government Act; states that Environmental Reserve is only required to be dedicated if the land is:

- (a) a swamp, gully, ravine, coulee or natural drainage course, or
- (b) is land subject to flooding or unstable, or
- (c) is along the bed of a body of water, and

**WHEREAS:** the land within the said Lot 19 E.R. (Environmental Reserve), Block 3, Plan 811 1554 is not a swamp, gully, ravine, coulee, natural drainage course, is not subject to flooding nor is along the bed of any body of water; and

**WHEREAS:** Subdivision Plan 811 1554 also dedicated an additional 15.17 Acres of Environment Reserve and 1.90 Acres of Municipal Reserve in this area; and

**WHEREAS:** the Council of the Town of Drumheller now finds portions of this land is not required for Environmental Reserve and after considering the foregoing and the vast amount of Environment Reserve already in this vicinity now finds a better use for this land which we believe to be in long term best interests of the citizens of the Town of Drumheller; and

**WHEREAS:** a notice will be published in the Drumheller Mail once a week for two consecutive weeks on January 13, 2021 and again on January 20, 2021 the last of such publications being at least five days before the day fixed for the passing of this Bylaw, and a notice was mailed to adjacent owners advising them of this Bylaw including the date and location of a meeting to be held where concerns can be heard or alternatively the name and address where any concerns may be sent; and

**WHEREAS:** the Council of The Town of Drumheller was not petitioned for an opportunity to be heard by any person prejudicially affected by this Bylaw;

**NOW THEREFORE;** be it resolved that THE COUNCIL of the TOWN OF DRUMHELLER in the Province of Alberta does hereby enact to correct this concern by amending the boundaries of the said Environment Reserve as shown on the attached plan marked "Schedule A" and more particularly described as:

'THAT PORTION OF LOT 19 E.R., BLOCK 3, PLAN 811 1554 THAT LIES WITHIN'

PLAN .....

BLOCK 1

LOT 39

EXCEPTING THEREOUT ALL MINES AND MINERALS.

.....2



2.

**TOWN OF DRUMHELLER**

**BYLAW NUMBER 01.21**

and hereby requests the Registrar of the South Alberta Land Titles District to cancel the Certificate of Title to the subject lands insofar as it affects the subject Lot 39 and issue a new title to the Town of Drumheller, a Municipal Body Corporate with a mailing address of: 224 Centre Street, DRUMHELLER, Alberta T0J 0Y4 and to amend the remaining Certificate of Title to the said Lot 19 E.R. accordingly.

THIS BYLAW takes effect on the day it is registered in the Land Titles Office.

READ AND PASSED THE FIRST TIME BY THE COUNCIL OF THE TOWN OF DRUMHELLER this 11<sup>th</sup> day of January, 2021.

  
MAYOR: HEATHER COLBERG

Seal

  
DARRYL E. DROHOMERSKI, C.E.T.  
CHIEF ADMINISTRATIVE OFFICER

READ AND PASSED THE SECOND TIME BY THE COUNCIL OF THE TOWN OF DRUMHELLER this day of

\_\_\_\_\_  
MAYOR: HEATHER COLBERG

Seal

\_\_\_\_\_  
DARRYL E. DROHOMERSKI, C.E.T.  
CHIEF ADMINISTRATIVE OFFICER

READ AND PASSED THE THIRD TIME BY THE COUNCIL OF THE TOWN OF DRUMHELLER this day of

\_\_\_\_\_  
MAYOR: HEATHER COLBERG

Seal

\_\_\_\_\_  
DARRYL E. DROHOMERSKI, C.E.T.  
CHIEF ADMINISTRATIVE OFFICER

—DRUMHELLER, ALBERTA—

PLAN SHOWING PARTIAL CLOSURE OF  
LOT 19 E.R. (ENVIRONMENTAL RESERVE),  
BLOCK 3, PLAN 811 1554  
WITHIN THE  
N.E.1/4 SEC.2, TWP,29, RGE.20, W.4M.



—SCALE= 1:300 ————— DECEMBER, 2020 —

LEGEND:

Distances are in metres and decimals thereof.

Area affected by this plan is shown thus.... 



HUNTER WALLACE SURVEYS LTD.  
DRUMHELLER, ALBERTA  
FILE: 20-245



## **COUNCIL POLICY C-03-21**

### **TOWN APP**

*Repeals Policy C-02-20*

#### **THE PURPOSE OF THIS POLICY IS TO:**

To ensure effective and consistent response and use of the Mobile App by Town of Drumheller (ToD) staff and document the component elements of the program including users, levels of service, authorities, responses, work procedures and reporting.

#### **DEFINITIONS:**

**Days:** Considered to be work days and not calendar days.

**Internal Staff:** SeeClickFix classification for a type of member that has the ability to access the program and be assigned Service Requests, and work orders within the Town App.

**Manager:** SeeClickFix classification for a type of member that has the ability to assign Service Requests, create and assign work orders and assign/adjust due dates within the Town App.

**Member:** Login and user ID for access to the SeeClickFix Town App.

**Outgoing Messages:** These are messages to inform the public of upcoming work in their area and events taking place. Emergency Alerts will also use this system.

**Owner:** SeeClickFix classification for a type of member that has full control over settings, messaging, etc., of the Town App.

**Service Level Agreement (SLA):** The time period in which the Town of Drumheller must address a Service Request by fully completing the work necessary to resolve the service request.

**Service Request (SR):** An issue or concern submitted through the Town App for resolution by the Town of Drumheller.

**Town App:** This is the SeeClickFix mobile device application selected by the Town of Drumheller.

**Work Order:** This is the work task or tasks necessary to address the Service Request as submitted, and is created by the Manager within SeeClickFix; it is not visible to the public.

### **MEMBERS:**

#### **Member List:**

Schedule A of this policy has a list of the shared email accounts used for logging in to the Town App. This list also identifies the Town staff who have access to those accounts and the Town staff member who is defined as owner of that shared account.

#### **Shared Email Accounts:**

Each shared email account that acts as a member for the Town App has been assigned to specific staff depending upon role and authority needed. Of the staff assigned to a shared email account, one has been defined as “Owner” and will be held responsible for:

- ensuring that the email account is used as per Town of Drumheller IT policy;
- that the Town App is being accessed and monitored every business day, and;
- that the Town App Service Requests and work orders are being responded to and addressed in appropriate fashion.

### **TOWN APP CALENDAR:**

#### **Calendar Format:**

The SeeClickFix app program uses a non-customizable calendar to calculate start and due dates for requests. Presently, the calendar is US Federal Government format and holidays. As such, Canadian Federal and Provincial Statutory Holidays are not recognized at this time however, SeeClickFix is investigating this option for their Canadian customers.

#### **Service Level Tracking:**

The SeeClickFix app program tracks service level periods on business days in 24-hour blocks.

Example 1: A service request category set with a Service Level Agreement of two days that is submitted on Saturday at 1:00 pm will be considered as received on Monday (next business day) at 8:00 am and will be marked as exceeding Service Level Agreement at 8:00 am on Wednesday.

Example 2: A service request category set with a Service Level Agreement of three days that is received on Wednesday at 1:00 pm will be considered as received on Wednesday at 1:00 pm and will be marked as exceeding Service Level Agreement on Monday at 1:00 pm.

### **REQUEST CATEGORIES:**

Schedule B of this policy has a list of the Request Categories and details the following parameters:

- Email routing – Town staff who will be emailed the SR submission
- *Privacy Category – indicates whether the submission category is Public or Private*
- Service Level Agreement (SLA)
- Automatic Assigner (member/staff responsible for assigning work)
- Automatic Assignee (member/staff responsible for resolving SR)
- SLA Escalation – member/staff informed with SLA is exceeded

- Automatic Subscriber – other staff informed of SR
- Due Date Escalation – member/staff informed of escalation requirements
- Response Criteria – details of response criteria (definition of what a response is)
- Reference Policies – ToD Council Policies that are associated with the Service Request type

### **GUIDELINES:**

#### **Response Criteria:**

1. General
  - a. Safety
    - i. A Service Request that upon review by Assignee is deemed to be a safety or environmental hazard will be addressed immediately. The hazard will be made safe and secure.
2. Bylaw Services
  - a. Animal Control
    - i. Animal control (wildlife, cats, dogs, gophers, etc.) issues will be deemed addressed once the program to deal with the animal (trap, capture, etc.) is implemented.
  - b. Investigations
    - i. For Bylaw related issues the Service Request will generally be considered responded to once an investigation is commenced. This is due to the variable time needed to carry out an investigation to the legal standard required.
3. Infrastructure Services
  - a. Issues that render a component of infrastructure non-usable
    - i. Issues that render parks and facilities non-usable will be resolved within seven days.
  - b. Issues that do not disrupt use of park or facility
    - i. Issues that do not disrupt use of a park or facility will allocated to planned work program and addressed in bulk work activities.
  - c. Pavement, curb and gutter, and sidewalk issues
    - i. Pavement, curb and gutter, and sidewalk issues that are deemed non-hazardous will be allocated to the Street Improvement Program.
  - d. Snow and Ice Removal - Roads
    - i. Snow and Ice Removal – Roads will be carried out as per the Snow Removal Policy.
4. Issues not under Town of Drumheller authority
  - a. Service Requests related to issues not under Town of Drumheller authority will be deemed responded to once Town of Drumheller staff have informed the responsible body.

## **Conditional Response Criteria:**

1. Some Service Requests will have a different response based on the season of the submission. These are primarily service requests for which the response is weather dependent, such as pothole repairs.

## **COMMUNICATION WITH PUBLIC:**

### **Emergency:**

1. There will be two levels of Emergency Alerts:
  - a. Information Alert  
Which advises the public to be prepared and alert.
  - b. Critical Alert  
Which advises the public there is imminent life threatening danger.
2. They will be geo located to people in the affected area.
3. Once the flood aware system has been implemented, this will form part of the alert.
4. The alerts sent via this system will only be received by people who have signed up for the App.

### **Routine:**

1. These alerts will be information pieces for the residents of Drumheller.
2. They will inform residents of upcoming routine work in their area. The type of work includes (but is no limited to) hydrant flushing, snow clearance, and street cleaning.
3. It will be location specific wherever possible.

### **Special Event:**

1. These will be for significant events such as Festival of Lights, Canada Day, or the half marathon where there could be a significant impact on residents.
2. It is both for information that the event is taking place but also to make people aware there may be impact on their day to day activities.
3. They will generally go out to the whole of Drumheller.

## **WORK FLOW PROCESS:**

1. Originator (public party) submits Service Request.
2. Town App automated response goes to originator and interested parties.
3. Town App notifies the shared email account of the member assigned to respond to the new request on the first available business day.
4. Responsible Manager (or delegate) opens Service Request, assesses it and updates SR as necessary:
  - a. Is it in the correct category?
    - i. Reassign if incorrect.
  - b. Is there sufficient information (location, problem description, etc.)?

- i. Contact originator by email or phone call for additional information if necessary.
  - c. Carry out site visit if necessary.
5. Responsible Manager (or delegate) either:
  - a. creates applicable work order(s) for staff to carry out tasks necessary to rectify with completion date scheduled; or
  - b. assigns to work program (such as Street Improvement Program) with completion date scheduled.
6. Responsible Manager (or delegate) prints work order(s) and assigns to Lead Hand.
7. Lead Hand coordinates staff to complete work.
8. Lead Hand notes on work order(s) comments relevant to completion, documents work (including photos if applicable).
9. Lead Hand returns work orders(s) to Administrative Assistant or Utility Clerk.
10. Administrative Assistant or Utility Clerk enters data and completion of work order into Town App.
11. Responsible Manager (or delegate) closes Service Request with response to originator.

### **REPORTS TO COUNCIL:**

As part of the Quarterly Reporting program, Administration will report to Council:

- Each calendar quarter as part of the Quarterly reports to Council a report will be made on the Service Requests;
- The report will include:
  - For each Service Request Category:
    - Number Created, in quarter and in total;
    - Number Acknowledged in quarter and in total;
    - Number Closed in quarter and in total for each;
    - Days to Acknowledge (DTA);
    - Days to Closed (DTC);
    - SLA Days;
    - % closed within SLA period;
    - Number Overdue;
    - Number Overdue and Open;
  - Total for all Service Request Categories:
    - Number Created, in quarter and in total;
    - Number Acknowledged in quarter and in total;
    - Number Closed in quarter and in total for each;
    - Days to Acknowledge (DTA);
    - Days to Closed (DTC);
    - % closed within SLA period;
    - Number Overdue;
    - Number Overdue and Open.

## **POLICY REVIEW CYCLE:**

This policy will be reviewed at the following intervals.

- 3 months from activation of the Town App for public use;
- 6 months from activation of the Town App for public use;
- 12 months from activation of the Town App for public use; and
- Annually.

## **DISCLAIMER:**

1. Nothing in this policy is intended to overrule or modify current Town of Drumheller Bylaws.
2. Nothing in this policy is intended to overrule or modify current Town of Drumheller Council Policies.

## **REFERENCE POLICIES:**

1. C-02-17 Purchasing Policy
2. C-03-04 Roadway Inspection and Maintenance Policy
3. C-03-07 Playground Maintenance
4. C-01-07 Sidewalk/Curb and Gutter Management
5. C-02-02 Sidewalk Maintenance Policy
6. *C-01-21 Snow Removal Policy*
7. C-01-07 Sidewalk/Curb and Gutter Management
8. C-02-07 Boulevard Tree Policy

Date Approved: \_\_\_\_\_

\_\_\_\_\_  
Mayor Heather Colberg

\_\_\_\_\_  
CAO Darryl Drohomerski



**SCHEDULE A: MEMBERS**

Name	Handle	Level	Email	Owner	Others		
Bylaw-Director	bylaw_director	Owner	<a href="mailto:Bylaw-Director@drumheller.ca">Bylaw-Director@drumheller.ca</a>	Greg Peters	Denise Lines	Corri Bitner	
Bylaw-Officer	bylaw_officer	Internal Staff	<a href="mailto:Bylaw-Officer@drumheller.ca">Bylaw-Officer@drumheller.ca</a>	Jessica Currie	Tom Pozzolo		
PW-Director	pw_director	Owner	<a href="mailto:PW-Director@drumheller.ca">PW-Director@drumheller.ca</a>	Dave Brett	Julia Fielding	Libby Vant	Erica Crocker
PW-Ops	pw_ops	Manager	<a href="mailto:PW-Ops@drumheller.ca">PW-Ops@drumheller.ca</a>	Kevin Blanchett	Reg Bennett	Janice Armstrong	
PW-Utilities	pw_utilities	Manager	<a href="mailto:PW-Utilities@drumheller.ca">PW-Utilities@drumheller.ca</a>	Bill Adams	Samantha Thomson		
PW-Facilities	pw_facilities	Manager	<a href="mailto:PW-Facilities@drumheller.ca">PW-Facilities@drumheller.ca</a>	Reg Bennett	Janice Armstrong		

**SCHEDULE B: REQUEST CATEGORIES**

Criteria in SeeClickFix App										Response			Reference Policies
Request Category	Email Routing	Privacy Setting	Service Level Agreement		Automatic Assignment		Escalation	Automatic Subscribers	Due Date Escalation	All Year	Summer	Winter	
			Period	Units	Assigned By	Assign to	SLA Escalation				April 1st to Sept. 30	Oct 1st to March 31st	
A - Am in need of Assistance - COVID-19		PRIVATE	1	Day	Town	Bylaw-Director, PW-Director, PW-Ops	Bylaw-Director		Bylaw-Director	a) Assess b) Follow up with originator c) Commence investigation			
Abandoned Vehicle		PRIVATE	2	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Assess b) Follow up with originator c) Commence investigation			
Animal Control		PUBLIC	2	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Follow up with originator b) begin search for animal c) Commence investigation			
Bylaw		PRIVATE	3	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Investigate b) if private property; contact property owner c) if Town property; address issues			
Bylaw - Graffiti		PRIVATE	3	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Investigate b) if private property; contact property owner c) if Town property; remove or cover graffiti			
Cemetery Questions	<a href="mailto:sthomson@drumheller.ca">sthomson@drumheller.ca</a>	PRIVATE	3	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Assess b) Follow up with originator c) Commence investigation			
Facilities and Buildings owned by the Town of Drumheller		PUBLIC	5	Day	PW-Director	PW-Facilities	PW-Director		PW-Director	a) Assess b) repair or add to planned program			
Garbage Collection - Commercial		PUBLIC	1	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Log location b) supply to GFL c) collect garbage on next day garbage is collected (next GFL working day)			
Garbage Collection - Residential		PUBLIC	1	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Log location b) supply to GFL c) collect garbage on next day garbage is collected (next GFL working day)			
Parks Issues		PUBLIC	5	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) repair or add to planned program (SR deemed complete) c) <i>conduct planned program</i>			
Roads - Gravel Surface		PUBLIC	5	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) repair or add to planned program (SR deemed complete) c) <i>conduct planned program</i>			C-03-04 Roadway Inspection and Maintenance Policy
Roads - Paved Surface		PUBLIC	260	Weeks	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) conduct work or add to planned program c) conduct planned program			C-03-04 Roadway Inspection and Maintenance Policy
Roads - Pothole		PUBLIC	5	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) conduct work or add to planned program c) conduct planned program			C-03-04 Roadway Inspection and Maintenance Policy
Roads - Sidewalk Issues		PUBLIC	5	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) conduct work or add to planned program c) conduct planned program			C-03-04 Roadway Inspection and Maintenance Policy
Snow and Ice Removal - Road		PUBLIC	7	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) locations on Snow Clearing Policy will be addressed as per Snow Clearing Policy c) locations not on Snow Clearing Policy, will be addressed in order of submission following completion of Snow Clearing Policy			C-01-21 Snow Removal Policy
Snow and Ice Removal - Sidewalk		PUBLIC	3	Day	Town	Bylaw-Director	Bylaw-Director		Bylaw-Director	a) Investigate b) if private property owner responsibility; property owner will be contacted c) if Town responsibility; will be removed in 2 days			C-06-06 Sidewalk Snow and Ice Removal Policy C-01-21 Snow Removal Policy
Street Garbage Bin		PUBLIC	1	Day	PW-Director	PW-Ops	PW-Director		PW-Director	a) Log location b) supply to GFL c) collect garbage on next day garbage is collected (next GFL working day)			
Vegetation		PUBLIC	52	Weeks	PW-Director	PW-Ops	PW-Director		PW-Director	a) Assess b) address or add to planned program c) conduct planned program			C-02-07 Boulevard Tree Policy
Water/Sewer - Water Quality	<a href="mailto:badams@drumheller.ca">badams@drumheller.ca</a>	PRIVATE	1	Day	PW-Director	PW-Utilities	PW-Director		PW-Director	a) Assess b) Investigate by PW staff c) Book a visit to property (Utility Clerk contacts originator and books appointment) (SR is complete) d) <i>Carry out sampling at property</i> e) <i>PW staff or Utility Clerk follow up with originator</i>			

Criteria in SeeClickFix App										Response			Reference Policies
Request Category	Email Routing	Privacy Setting	Service Level Agreement		Automatic Assignment		Escalation	Automatic Subscribers	Due Date Escalation	All Year	Summer	Winter	
			Period	Units	Assigned By	Assign to	SLA Escalation				April 1st to Sept. 30	Oct 1st to March 31st	
Water/Sewer - Odour	<a href="mailto:badams@drumheller.ca">badams@drumheller.ca</a>	PRIVATE	1	Day	PW-Director	PW-Utilities	PW-Director		PW-Director	a) Assess b) Investigate (SR is complete) c) if on private property; contact property owner/resident d) if on Town property; implement repair or add to work program			
Water/Sewer - Water Pressure	<a href="mailto:badams@drumheller.ca">badams@drumheller.ca</a>	PRIVATE	1	Day	PW-Director	PW-Utilities	PW-Director		PW-Director	a) Assess (Utility Clerk contacts originator and trouble shoots) b) Book a pressure test (SR is complete) c) Carry out pressure test (dependent on originators schedule) d) PW staff or Utility Clerk follow up with originator			
Water/Sewer - Water Break	<a href="mailto:badams@drumheller.ca">badams@drumheller.ca</a>	PRIVATE	1	Day	PW-Director	PW-Utilities	PW-Director		PW-Director	a) Assess b) Investigate (SR is complete) c) if on private property; contact property owner/resident d) if on Town property; implement repair			
Z - Other	<a href="mailto:dbrett@drumheller.ca">dbrett@drumheller.ca</a>	PRIVATE	2	Day	Town	PW-Director	PW-Director	Bylaw-Director	PW-Director	a) Assess b) determine appropriate ToD Department c) assign to ToD staff d) delegated staff contact originator or resolve issue (SR is complete)			

**REQUEST FOR DECISION**

<b>TITLE:</b>	Social Media Policy C-02-21
<b>DATE:</b>	February 4, 2021
<b>PRESENTED BY:</b>	Erica Crocker, Communications Officer
<b>ATTACHMENT:</b>	Social Media Policy C-02-21

**SUMMARY:**

The Town of Drumheller Social Media Policy provides an overview of approved practices, guidelines and advice for creating, posting and working with social media. The policy is designed to help our staff understand what is recommended, expected and required as an employee of the Town when participating on social media, whether it is part of your job or on your own time.

Prior to social media, the public's main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public the Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines.

**RECOMMENDATION:**

Administration recommends that Council adopt the Social Media Policy C-02-21.

**DISCUSSION:**

This Policy & Procedure was brought to Council at a Committee of the Whole Meeting on January 18, 2021. A few suggestions to the document were made, and have since been included in the most recent version.

**FINANCIAL IMPACT:**

The financial resources are included in the operating budget.

**STRATEGIC POLICY ALIGNMENT:**

Communications Strategic Priority Q1 2021

**COMMUNICATION STRATEGY:**

Two training videos have been produced for easy consumption for members of the organization. Internal communications will be required; this policy is to be implemented in Q1 2021.

**MOTION:**

That Council adopt the Town of Drumheller Social Media Policy C-02-21 as presented.

**SECONDED:**

Prepared By:

A blue ink signature of Erica Crocker, consisting of a stylized 'E' and 'C' followed by a horizontal line.

Erica Crocker,  
Communication Officer

Approved By:

A blue ink signature of Darryl Drohomerski, featuring a stylized 'D' and 'D' followed by a horizontal line.

Darryl Drohomerski,  
Chief Administrative Officer



## COUNCIL POLICY #C-02-21

### SOCIAL MEDIA POLICY & PROCEDURE

#### POLICY STATEMENT

Prior to social media, the public's main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public is now able to stay informed and engage with the Town online.

#### PURPOSE

The Town of Drumheller Social Media Policy & Procedure provides an overview of approved practices, guidelines and advice for creating, posting and working with social media.

#### POLICY GUIDING PRINCIPLES

The Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines, including;

- Freedom of Information and Protection of Privacy (FOIP)
- Intellectual Property Legislation
- Canada's Anti-Spam Legislation (CASL)
- The Town of Drumheller's Code of Conduct
- Drumheller Valley Branding Guidelines
- Any other related or applicable Council policies
- 

Additionally, the policy is designed to help employees understand what is recommended, expected and required as an employee of the Town when participating on social media, whether it is part of their role or on their own time.

#### Definitions:

**SOCIAL MEDIA:** Internet-based websites and applications that enable the creation and sharing of content or to participate in social networking.

**CONTENT:** Any information that is communicated on a social media channel.

**MAIN TOWN SOCIAL MEDIA:** This refers to the Town of Drumheller social media accounts that are managed and maintained by the Communications Officer.

**SOCIAL MEDIA ADMINISTRATOR:** The individual who is in charge of a specific social media account. This person has the ability to moderate a social media account, including posting, commenting and deleting comments based on the Town of Drumheller's Social Media Terms of Engagement (Appendix II).

**TOD / THE TOWN / TOWN:** Means the Town of Drumheller.

**CO:** Means the Communications Officer.

**Implementation:**

The Social Media Policy #C-02-21 includes Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees. Implementation of these documents are the responsibility of the Town's Communications Officer with guidance from the Chief Administrative Officer and the Manager of Human Resources.

**Policy Review:**

The Social Media Policy #C-02-21 including Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees are to be reviewed by Council and Administration February, 2022.

Date: \_\_\_\_\_

\_\_\_\_\_  
Mayor Heather Colberg

\_\_\_\_\_  
CAO Darryl Drohomerski



# **TOWN OF DRUMHELLER**

## **SOCIAL MEDIA POLICY**

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DECEMBER 2020



The Town of Drumheller Social Media Policy provides an overview of approved practices, guidelines and advice for creating, posting and working with social media. The policy is designed to help you understand what is recommended, expected and required of you as an employee of the Town when you participate on social media, whether it is part of your job or on your own time.

Here are definitions of the most commonly used terms and abbreviations in the document:

**SOCIAL MEDIA** – Internet-based websites and applications that enable the creation and sharing of content or to participate in social networking.

**CONTENT** – Any information that is communicated on a social media channel.

**MAIN TOWN SOCIAL MEDIA** – This refers to the Town of Drumheller social media accounts that are managed and maintained by the Communications Officer.

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**TOD / THE TOWN / TOWN** – Means the Town of Drumheller.

**CO** – Means the Communications Officer.

As social media constantly changes, so will the guidelines. The latest version of the Town of Drumheller's Social Media Policy will be available on December 7, 2020. Please contact the Communications Office at [communications@drumheller.ca](mailto:communications@drumheller.ca) if you have suggestions or questions.

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## WHY DOES THE TOWN USE SOCIAL MEDIA

Prior to social media, the public's main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public is now able to stay informed and engage with the Town online.

The Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines, including:

- Freedom of Information and Protection of Privacy (FOIP)
- Intellectual Property Legislation
- Canada's Anti-Spam Legislation (CASL)
- The Town of Drumheller's Code of Conduct
- Drumheller Valley Branding Guidelines
- Any other related or applicable Council policies

## ROLES AND RESPONSIBILITIES

Social media is a communication and engagement tool used by the Town of Drumheller. This section defines the groups and individuals involved with social media and a short explanation of their responsibilities.

### **CORPORATE COMMUNICATIONS**

Corporate Communications is responsible for managing the overall image, brand and reputation of the Town of Drumheller and is also accountable for ensuring the Town achieves its communications objectives. Social media has been identified as a key component in promoting and maintaining the reputation of the Town.

### **COMMUNICATIONS OFFICER**

The Communications Officer is responsible for the coordination and management of a strong social media presence that reflects the Town's vision. The CO approves the creation of any social media accounts affiliated with the Town of Drumheller, provides account access and permissions, and manages all content posted, incoming messages and engagement. Acting as an intermediary, the CO develops content for public departments that will be posted on the main Town social media accounts, ensuring brand guidelines are followed. The CO must receive social media training and display a willingness to participate in further learning in social media.

### **AUTHORIZED CONTENT PROVIDER**

An authorized content provider is an employee designated by the Communications Officer to contribute to the Town's presence on social media sites. Authorized content providers publish, monitor, respond to, and contribute to social media in a way that is identifiable as being made by, or on behalf of, the Town.

### **PUBLIC DEPARTMENTS**

Each department has staff who are engaged in the creation of content for the main Town social media accounts. Department staff must submit a Communications Brief (Appendix i) to the Communications Officer, outlining the context and specific information needed. The CO is then responsible for drafting and posting the content to the main Town social media accounts, ensuring the Town's brand guidelines are met.

### **DIRECTOR OF EMERGENCY MANAGEMENT**

The Director of Emergency Management ensures the Town of Drumheller is prepared for and can respond to a serious incident or disaster. In the event of a major crisis, the Director of Emergency Management will advise the Communications Officer on emergency messaging.

## ROLES AND RESPONSIBILITIES

### **CHIEF ADMINISTRATIVE OFFICER (CAO)**

As the administrative head of the Town, the CAO is responsible for advising and informing Council on whether the Town's Social Media Policy is implemented and the appropriate staff are in place.

### **EMPLOYEES**

All employees are responsible for protecting the Town's brand and reputation. The Town trusts that when employees participate in social media, you will:

- Act responsibly.
- Exercise good judgment.
- Maintain the highest degree of professionalism.
- Respect confidentiality when communicating any information regarding the Town, Town business or Town employees.

### **TOWN COUNCIL AND THE MAYOR**

Many Town of Drumheller elected officials have their own social media accounts but are not required to follow the Social Media Policy.

## CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

### USING TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

If you are authorized to use any of the Town's social media accounts, you are effectively acting as a spokesperson for the Town and must conduct yourself accordingly by following the Code of Conduct. Ideally, the Communications Officer will have the knowledge on how to use social media and training on how the Town of Drumheller uses social media.

When contributing to the Town's social media presence, remember:

- **Get trained.** Complete the required Town of Drumheller social media training.
- **Stay on topic.** Post only Town information and messaging, not personal views.
- **Add value.** Support an environment of healthy debate that focuses on the issues or projects you are associated with and do not get drawn into debates resulting in abusive, offensive or discriminatory messages.
- **Support Town objectives.** Post content that supports the Town's business objectives in a positive way and promotes Town achievements and how citizens' benefit.
- **Respect work confidentially.** Refrain from disclosing confidential and proprietary information or giving out personal information about employees.

### USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.



## CONDUCT ON SOCIAL MEDIA

- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property.
- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor. Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

### PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.

### CONSEQUENCES FOR ABUSE OF SOCIAL MEDIA

In the event a Town employee uses Town social media in a manner that violates the Town's Code of Conduct or the Social Media Policy, the user may lose access to that social media account and may face disciplinary action up to and including termination.



## CREATING SOCIAL MEDIA CONTENT

Content is any information that is posted on social media, including words, pictures, videos, links, and anything else displayed on a social media account. Content is what drives social media. Content is what attracts followers, promotes engagement, creates controversy and helps people in an emergency. Content can take many forms, but the best content is engaging, exciting, informative and accurate.

### **BEST PRACTICES FOR CREATING CONTENT**

The main Town social media accounts are an excellent way to get a message across to the public.

This section outlines best practices for creating social media.

#### **Social media should be engaging.**

Content needs to be interesting. Otherwise, the public will not be engaged. Engaging the public leads to conversations, creates relationships and makes people feel like their opinion is worth something.

#### **Social media should educate or inform.**

The Town is a public service and exists to help citizens. Our content is used to educate the public on new programs, initiatives and policies.

#### **Social media should be varied.**

Try to create social media posts that sound unique and exciting. When creating a campaign, it is easy to re-use the same tweet over and over again, but changing the wording or adding multimedia content keeps the messaging fresh and keeps engagement high.

#### **Social media should be focused.**

Social media posts are meant to be short, as the attention dedicated to a single post is often less than a couple of seconds. Try to get your message across in the least space possible.

#### **Social media should catch your eye.**

The Town's social media posts compete with millions of others every day. Including media (graphics, videos) in your post, especially something unique, will likely get attention and improve your engagement rate.

#### **Social media should respect the follower.**

Respect your audience. Even if your followers may not be familiar with a specific program or initiative, they are the people that the Town serves and we need to treat them as you would want to be treated.

## CREATING SOCIAL MEDIA CONTENT

**Social media should be part of a larger communications strategy.**

It's great to promote on social media, but it works even better when it is a part of a larger whole like a communications strategy. Social media is just one part of your arsenal, but an important one.

**SUBMITTING CONTENT**

When preparing social media posts for the main Town accounts, please submit a Communications Brief ([Appendix I](#)) to the Communications Officer. Wherever possible, briefs should be delivered three weeks before they are to be posted. If analytics are needed for any of the posts, please let the Communications Officer know when you submit the Brief.

## ENGAGEMENT

Some organizations use social media like a one-way street, pumping out information, but not providing an opportunity for interacting with the public. The Town's social media is meant to spark an interactive experience where we can foster relationships with our citizens and other people who visit.

Engaging with the public, via your own Town social media account or one of the main Town accounts, is an excellent way to know what they are interested in, but allows you to shape future content to serve them better.

Here are some key guidelines to keep in mind when engaging with your followers:

### **Treat Everyone With Respect and Equality**

No matter the comment or quality of conversation, treat everyone with respect. It doesn't matter if you've seen a comment many times before, treat it the same as you would of the first time. The public appreciates a response, even if we can't give them the exact answer they are looking for. The exception to this is if the comment or question violates the Town's Social Media Terms of Engagement. Do not respond to comments that violate the Terms of Engagement; ignore them or hide them (on Facebook) as necessary. If they continue, contact the Communications Officer about next steps.

### **Promote Two-Way Conversations**

If you provide opportunities for the public to respond to posts, expect to be involved in some social media conversations. You will gain a better perspective on how the public is responding to certain issues and can use that feedback to alter future campaigns or projects as necessary.

### **Provide Accurate Information**

If you receive a question that you don't know how to answer, ask for help. Don't just guess and post a response. There are subject matter experts throughout the Town who will be able to help you out. If finding an answer will take an extended amount of time, let the individual know that you are looking for information and will share the answer as soon as possible. It's better to spend that extra time researching the right answer than to immediately post something inaccurate.

### **Be Timely With Your Responses**

There is an expectation from the public that we provide an answer as quickly as possible on social media. It is important to constantly monitor your account or reply to comments as quickly as possible, as long as you have the correct information that can be presented in a polite, respectful way.

## ENGAGEMENT

### **Tone**

We're not a machine, and we don't want people to think we are. There are real people behind every social media account, and we want to portray that. Social media gives the Town an opportunity to be freer in its language, have more fun and be friendly. Something as simple as an exclamation point or saying 'hi' or 'thanks' in a tweet, makes it more caring and personable.

### **Everything You Post is Public**

Everything you put on social media is public, and even direct messages could be seen by other people in the future. Keep this in mind when creating content and answering questions. Do not divulge any confidential information on Town social media.

### **We Are One Voice**

While different people may manage social media accounts, the public doesn't know that. We should aim to keep cohesiveness among our social media accounts that showcase a clear, coherent voice that is recognizable as the Town.

## SOCIAL MEDIA MONITORING

The Communications Officer is responsible for conducting regular social media monitoring to identify potential threats to the Town's brand and reputation.

### ESCALATION TRIGGERS

Occasionally you may encounter an individual or organization that is engaging with the Town in a disrespectful manner. If this user is trying to engage with the Town, you can follow the Social Media Terms of Engagement (Appendix II) and Escalation Triggers (Appendix III) to determine if their comments pose a threat or warrant a response. Once the Communications Officer has identified the risk level, they can take the proper steps to rectify the issue before it damages the Town's reputation.

The Communications Officer has the ability to hide and delete posts or block users. It is preferred that comments are hidden before they are deleted or blocking a user is considered. It is not the Town's preference to ban or block users on social media, but if an individual violates the Town's Terms of Engagement repeatedly then denying them access to that social media account may be appropriate. Keeping a record of these violations is suggested, if the individual or group in question contacts media or tries to take legal action.

### IDENTIFYING THE COMMENTER

**TROLLS** – Those who attack others online. They are usually not seeking a solution but are rather looking to solely cause chaos. If you encounter a troll, monitor the situation only. Avoid responding to posts, as this will only add fuel to their fire.

**MISINFORMED** – Those who have incorrect information that they are spreading online. Monitor the situation. If the post gains traction or the misinformation is erroneous to the business, institution, or organization's detriment, there is an option to respond with correct information.

**UNHAPPY CUSTOMER** – Those who have customer service concerns with the Town of Drumheller. This will require a follow-up or response.

**LOOKING FOR A STANCE** – Those who are actively seeking the Town's position on a topic or situation. Weigh the pros and cons of responding and anticipate follow-up questions to the stance or statement made.

**SELF-INSTIGATED** – Individuals who make a decision to post information resulting in a heated discussion, where none previously existed.

**HARASSMENT OR THREATS** – Inform the Director of Protective Services, advise the complainant to contact and file a report and advise the complainant to escalate their concerns to police where applicable.

## SECURITY PROTOCOLS

### MANAGING ACCOUNT ACCESS AND PERMISSIONS

Access to Town of Drumheller social media accounts will be controlled and approved by the Communications Officer. Individuals shall be granted access only to those accounts necessary for the performance of their official duties. Users must receive approval from the Communications Officer prior to access being granted. This requirement applies to contractors, employees and all other personnel.

If an approved user no longer works with the Town, the Communications Officer is responsible for revoking their access to the Town's social media management software and/or social accounts, changing passwords (if applicable), and notifying all current admins of the new password.

### PASSWORD MANAGEMENT

The Communications Officer will manage Town social media account passwords.

All passwords, even temporary passwords set for new accounts, should meet the following characteristics:

- Be at least six characters in length
- Consist of a mix of alpha, and at least one numeric, and special characters
- Not be dictionary words
- Not be portions of associated account names (e.g., user ID, log-in name)
- Not be character strings (e.g., ABC or 123)
- Not be simple keyboard patterns

### USING TOWN-OWNED TECHNOLOGY

- There is no expectation of privacy.
- Any and all activity can be tracked and/or audited.
- The Town can and will block access to social media sites it deems inappropriate or dangerous.
- Users should understand that just because a site has not been blocked, it may still not be acceptable to access that site.

## TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

The main Town of Drumheller accounts are managed by the Communications Officer and include:

**TWITTER**

[twitter.com/dinosaurvalley](https://twitter.com/dinosaurvalley)

**FACEBOOK**

[facebook.com/drumhellervalley](https://facebook.com/drumhellervalley)

**INSTAGRAM**

[instagram.com/drumhellervalley/](https://instagram.com/drumhellervalley/)

**YOUTUBE**

[www.youtube.com/c/townofdrumheller](https://www.youtube.com/c/townofdrumheller)

These accounts provide a place online for citizens to access information, engage and communicate with the Town.

Content for these accounts is created by the Communications Officer and may include posts on news releases, public service announcements, Town programs, campaigns, traffic and weather alerts and emergency response. They are also used to answer inquiries from the public.

**TOWN OF DRUMHELLER HASHTAGS**

Hashtags are keywords that have a # in front of them. These allow you to reach a certain audience as social media users search or follow certain hashtags. Some common ones used by the Town of Drumheller are #Drumheller, #DrumhellerValley, #DrumCares

Try to use the hashtags the Town already uses and limit the number of hashtags used in each post. If you would like to create a new hashtag, please contact the Communications Officer.

## STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

The scope of the Town's main social media accounts is quite exhaustive, but departments or individuals may believe that they need a dedicated social media presence. The Communications Officer is here to help determine if a new social media account is the best solution.

### QUESTIONS TO CONSIDER

Social media allows a department or area to create a dynamic, engaging relationship with the public and provides a great outlet for solidifying the reputation of the Town. Before starting a new social media account, there are a number of factors that must be taken into account. Building an audience on social media takes time and commitment to provide regular, interesting content. With time and engagement, a dedicated social media account can be a valuable part of a communications strategy.

Here are some factors to consider:

- **Are you familiar with social media?** Seems like a simple question, but you have to know how to use social media before you start an account.
- **Is your audience on social media?** When creating a social media account dedicated to a certain topic, its audience should be in mind. Different people use different social media channels, and some don't use it at all. Find the best channel for your audience.
- **Can your goals be met through the Town's current channels?** Keep in mind that the Town has an established and growing following on all channels, and it may be more beneficial to your project to leverage what already exists. It takes a dedicated campaign to grow followers and to reach the level of influence that you may need to attain your communications goals.
- **What is the purpose of this new account?** What are your intentions in starting a new social media account? If the account is just for a one-time event, maybe it would be better to promote through other methods.
- **Does the account align with the Town's goals?** It is important that what you are trying to achieve aligns with the Town's vision and strategies. Your Departmental goals may be different from the Town's goals, but you should make sure that the account will cover both of them.
- **Do you have the resources to manage the account for an indefinite period of time?** The main Town social media accounts have a dedicated presence every regular workday from 8:00 am – 4:30 pm. Not every social media account will be maintained at that level, but most accounts require substantial time commitments to be effective. At least one day per week of staff time should be allocated to updating, engaging and managing the account as a minimum.



## STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

- **Can you provide engaging content on a regular basis?** The ability to run a successful social media account ultimately depends on content. Putting out new posts or updates every day is great, but they must have a purpose and connect with your audience. In order to have a successful social media account, your content must be consistent and engaging.

If you can answer all of the questions above and believe you still need a dedicated social media account, here are the next steps in the process:

1. Read through the Social Media Policy. This will familiarize you with the Town's social media accounts and best practices.
2. Discuss your intention to start a new social media account with the Communications Officer. You need permission from the Communications Officer to pursue an account.
3. Complete a Social Media Account Request Form (Appendix IV) and submit it to your Communications Officer.

**If the account is approved:** Upon approval of the social media account, a meeting between the administrator of the new account and the Communications Officer will be scheduled. This meeting will look at creating the new account, getting set up and any questions any of the parties attending may have. The new account administrators will be trained on the specific platform they will be using. Training will be conducted by the Communications Officer.

**If the account is denied:** The Communication Officer must have a valid reason for denying a new social media account, and this will be discussed in a meeting with the proposed account administrator and the Communications Officer. Alternative solutions will be proposed to make sure that there is another method for getting this information out to the public.

### COMPLETING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Account Request Form. The Town of Drumheller Social Media Account Request Form can be found as [Appendix III](#) at the end of this policy.

### CLOSING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

At all times Town social media accounts and related contacts shall remain the exclusive property of the Town. If you would like to close your social media account or an account no longer in use, please contact the Communications Officer.

## LEGISLATIVE COMPLIANCE

Social media use must comply with legislative requirements.

### **FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (FOIP)**

FOIP applies to the collection, use and disclosure of any personal information by the Town, including personal information that is collected, used or disclosed on social media. Personal information means information about an identifiable individual, such as the person's name, address, age, and health information. It also includes the person's opinion and photographic image. Subject to a few exceptions, the individual's personal information cannot be disclosed by the Town, including through social media, without the individual's written consent. FOIP also requires that the Town give notice of the intended use of any personal information it collects from individuals. The Law Branch can assist you with meeting the FOIP requirements for your intended social media use.

### **INTELLECTUAL PROPERTY LEGISLATION**

It is important to keep in mind that the creator of any original work, including any piece of artwork, music, photograph, written work or trademark, owns the rights to that original work. Unless a Town employee has created the work in the course of their employment duties, (and subject to a few exceptions), the Town cannot use or share an image of that original work without the written consent of its creator. The Law Branch can assist you with meeting the requirements of intellectual property legislation.

### **CANADIAN ANTI-SPAM LEGISLATION (CASL)**

It is important to ensure that your social media account use complies with the Canadian Anti-Spam Legislation (CASL). CASL prohibits any person (including the Town) from sending a "commercial electronic message" (CEM) to an electronic address unless the sender has the consent of the message recipient and includes certain content, specifically the ability to unsubscribe and contact information for the sender. A CEM is one that contains commercial content (or includes a hyperlink to commercial content), such as promoting Town services or events for which a fee is charged. An "electronic address" is an address used in connection with the transmission of an electronic message to an electronic mail account, an instant messaging account (including direct messages sent social media accounts), a telephone account, or a similar account. It does not include content posted on Town websites, or Tweets/Facebook postings that do not direct or link the message to a particular person. CASL does not prohibit using social media, to advertise Town services or programs as long as other individual users are not mentioned in the posting. Retweets may be considered CEMs if they include the handle of the original author. Non-compliance with CASL carries significant penalties. If you are considering sending any electronic communications that may qualify as a CEM, please contact the Law Branch for assistance.

## SOCIAL MEDIA TRAINING

If you're new to social media or a seasoned veteran, social media training is recommended to make sure you understand how we use social media at the Town.

It is the goal of the Town that every employee who uses social media in any capacity receives social media training.

The Communications Officer can provide social media training at various levels for any Town of Drumheller staff who are actively involved in social media for the Town.

For new account administrators, the Communications Officers provides coaching on getting an account set up and how to manage it effectively.

## SOCIAL MEDIA IN AN EMERGENCY

One of the greatest assets of social media is one that we hope that we never have to use, and that is as a real-time emergency response. Social media is an extremely valuable tool during emergency situations where accurate information needs to be sent out to the public as quickly as possible.

In the event of a major emergency, the Town's Director of Emergency Management (always activated by resolution of Council) and Incident Command Post or ECC will be activated, and at least one member of the Crisis Communications team (the CO) representing the Town will be there. The team member will manage and monitor the main Town of Drumheller social media accounts.

The Communications Officer will review any content that is scheduled to go live and is responsible for determining whether the content is appropriate given the current circumstance, or if it should be taken down/delayed until the emergency is resolved.

The Director of Emergency Management must approve any messages sent through social media. If the emergency situation is escalated, the main Town of Drumheller social media accounts will provide appropriate messaging. This is for security measures and to create consistent messaging coming from all platforms. The public will turn to the Town during an emergency, and we must be ready to respond as accurately and coherently as possible.

A member of the Crisis Communications team will always be present to provide citizens with the latest information from emergency and Town partners as it becomes available.

## OUR COLLECTIVE BRAND AND REPUTATION

Drumheller Valley is a welcoming home with exciting potential and a sought-after tourist destination. As Town employees, our behaviour is held to a higher standard. How we conduct ourselves on social media has an impact on the citizens of Drumheller and how we work with each other.

Our visual identity is composed of several core elements to create a consistent tone of voice, look, and feel for Drumheller Valley. All social media channels and content must follow the Town of Drumheller Brand Guidelines.

If you have any questions about this standard or the Social Media Policy, please speak with your supervisor.

This policy was last reviewed by \_\_\_\_\_ on Date: \_\_\_\_\_

The next review will occur on Date: \_\_\_\_\_

## APPENDIX I: COMMUNICATIONS BRIEF

**COMMUNICATIONS BRIEF –**

Brief required three weeks in advance of your projected launch date for social media, up to four weeks for marketing collateral

Projected Launch Date: \_\_\_\_\_

Projected Expiry Date: \_\_\_\_\_

Requested Delivery Date: \_\_\_\_\_

**Communications Objective** (What do you want the audience to know)

**Key Messages** (include any links, contact information, etc.)

**Audiences** (Select all that apply)**External Audiences**

- ☐ General (all demographics)  
☐ Youth  
☐ Adults  
☐ Families  
☐ Seniors (55+)  
☐ Other

**Internal Audiences**

- ☐ All Town Staff  
☐ Town Staff  
☐ Mayor and Council  
☐ Other

**SCOT Analysis** (list 1-3 bullets in each column)**Strengths**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Challenges**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Opportunities**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Threats**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Marketing Channels** (Request all that apply. Channels will be confirmed based on strategy and budget)**Traditional**

- ☐ Two Minutes on the Town (radio)  
☐ Radio Ad  
☐ Town Page (newspaper)  
☐ Newspaper Ad  
☐ Direct Mail  
☐ Door to Door\*  
☐ Off-site Signage  
☐ Cold Calling\*  
☐ Media Release  
☐ Other

\*Additional resources to be determined

**Non-Traditional**

- ☐ Social Media  
☐ Facebook  
☐ Twitter  
☐ Instagram  
☐ Email  
☐ Digital Targeting  
☐ SEO  
☐ Video\*  
☐ Website  
☐ Digital Signage  
☐ Survey Monkey  
☐ Other

\*Additional resources to be determined



## APPENDIX II: SOCIAL MEDIA TERMS OF ENGAGEMENT

The Town of Drumheller monitors social media comments relating to the Town organization and Town issues for the purposes of responding to questions and informing citizens, and to help our staff in the operations of services, programs or activities.

The purpose of comments is to facilitate a relevant, on-topic dialogue between the Town of Drumheller and the public. The Town of Drumheller strives to respond to relevant questions and comments in a timely matter, but because we cannot engage in all conversations, we reserve the right to use our judgment in selecting the messages we respond to. Trolls and trolling comments will also not be permitted. The comments you leave should be constructive, helpful, or insightful. Violation of these terms of engagement may result in limited or blocked access.



The Town of Drumheller will not engage in conversations that are of the following nature:

- Comments not topically related to our services or programs
- Comments that are offensive to an individual or organization, profane, hateful or defamatory, insulting, rude, abusive, aggressive or violent
- Content that promotes, fosters or perpetuates discrimination on the basis of race, national or ethnic origin, religion, age, creed, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation
- Sexual content or links to sexual content
- Messages for advertising/marketing purposes
- Messages that contain spam
- Messages that conduct or encourage illegal activity
- Messages that invade personal privacy
- Information that could compromise public safety or security, or operations
- Content that violates a legal ownership interest of any other party
- Unintelligible or irrelevant messages
- Messages that impersonate or misrepresent someone else, including public figures, Town staff or Town officials
- Messages that do not add to the normal flow of conversation, dialogue or debate.

The Town of Drumheller is not responsible for any use of material posted by users. We reserve the right to modify this policy at any time.



## APPENDIX III: SOCIAL MEDIA ESCALATION TRIGGERS

Level of Risk	LOW	MODERATE	SEVERE	HIGH
 <b>Pressure Points</b>	<p>Disparaging remarks about the Town.</p> <p>Disparaging remarks about Council.</p> <p>Comments regarding matters which may affect the operations of the Town.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour.</p>	<p>Disparaging remarks about the Town, Council, or Mayor that gain social media traction.</p> <p>Disparaging remarks from those with a high following which subsequently gain social media traction.</p> <p>Disparaging remarks that are false about the Town, Council, or Mayor.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour and requests made to the Town to intervene.</p>	<p>Disparaging comments by members of racialized and minority communities showing dissatisfaction with the Town.</p> <p>Disparaging comments regarding the Town's position/support on mental health and sexual assault supports or policies.</p> <p>Disparaging comments regarding the Town's services.</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) which subsequently gain social media traction.</p> <p>Criticism of treatment of staff or visitors of the Town that gains social media traction.</p> <p>Discussion of potential petitions/rallies/protests in front of Town Hall (i.e. local, national and international causes, anti-abortion group, animal rights activists, etc.).</p>	<p>Comments/posts that directly impact the health and safety of members of the Town.</p> <p>Criticism of treatment of staff or visitors of the Town that gains the attention of traditional media.</p> <p>Petitions/rallies/protests happening in front of Town Hall that gain the attention of traditional media.</p> <p>Disparaging remarks/comments directed to the Town, Council or the Mayor on social media that gain the attention of traditional media.</p> <p>Discussion of matters that may fall under legal considerations and gain the attention of traditional media (i.e. staff or Council conduct &amp; discipline).</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) or a large following which subsequently gain the attention of traditional media.</p>
 <b>Next Steps</b>	<p>Monitor to see if comments/posts gain momentum. If they do not, take no further action.</p> <p>Research the account publishing/posting the comments, i.e., follower count, and continue to monitor.</p> <p>Still provide an FYI note to the CAO.</p>	<p>Continue to monitor. If engagement does not slow, or if it continues to gain traction, alert the CAO and determine next steps.</p> <p>If the misinformation sees an increase in engagement, alert the CAO.</p>	<p>If the comments continue to gain traction on social media, alert the CAO.</p> <p>If the disparaging comments are categorically false in nature, alert the CAO who will determine the next steps.</p>	<p>If any of the first three items are spotted, immediately alert the CAO who will also liaise with Council.</p> <p>If any of the items are spotted, alert the CAO who will work with Council to determine the appropriate action to be taken by the Town.</p>

## APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Request Form.

Please fill out the form below completely, including your supervisor's signature approval. After receiving approval from your supervisor, please submit the completed form to the Communications Officer.

### Personal Information:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone: \_\_\_\_\_

Supervisor: \_\_\_\_\_

### Social Media Account Details:

Social Media Platform requested: \_\_\_\_\_

What will this new account add that cannot be addressed through existing Town of Drumheller social media accounts?

Proposed name of account: \_\_\_\_\_

\_\_\_\_\_

Proposed date of account launch: \_\_\_\_\_

What type of content will you be presenting through this account?

Proposed date of account closing (if applicable): \_\_\_\_\_

How will this site align with the Town's goals?

Name and Title of main account administrator: \_\_\_\_\_

How will this site align with your Department's goals?

Names and Titles of any additional people who will have access to account: \_\_\_\_\_

What are the resources available to manage this account? (for example. personnel, time):

What is the purpose of the new social media account? \_\_\_\_\_

## APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

Social Media  
Account Details:

On a scale from 1 - 10 how would you rank your familiarity with the Social Media platform you will be using (1 being not at all and 10 being very familiar):

1 2 3 4 5 6 7 8 9 10

Do you currently manage any other City social media sites: YES or NO

If you answered 'YES' to the question above, please list the sites:

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Please describe your previous experience in social media and how it will contribute to the administration of this new account:

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If you have any formal social media training or certifications, please indicate so:

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## Approval:

Supervisor: 

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Signature: 

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Communications Officer:

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\*Please Print Name

Date Approved: 

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# **SOCIAL MEDIA GUIDELINES FOR EMPLOYEES**

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DECEMBER 2020



## CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

### USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.
- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property. Copyright applies to all original literary, dramatic, musical and artistic works provided the conditions set out in the Copyright Act have been met. Each of these general categories covers a wide range of creations, including:
  - literary works such as books, pamphlets, computer programs and other works consisting of text
  - dramatic works such as motion picture films, plays, screenplays and scripts
  - musical works such as compositions with or without words
  - artistic works such as paintings, drawings, maps, photographs, sculptures and plans

## CONDUCT ON SOCIAL MEDIA

- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor.  
Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

### PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.



