

Subject: **Policy 15-6, Promotional Items**
 Meeting Date: Tuesday, March 26, 2024
 Prepared By: Carolyn Van der Kuil, Legislative Services Manager
 Presented By: Carolyn Van der Kuil, Legislative Services Manager

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A
Council Bylaw/Policy (cite)- Policy #15-6, Promotional Items

BACKGROUND/PROPOSAL:

As part of Council’s ongoing review of current policies, particularly those that have not been reviewed for more than four years, Policy #15-6, Promotional Items, is now presented for Council's review.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Policy #15-6, Promotional Items stated purpose is to define the distribution of promotional items by Kneehill County and to establish related procedures. The policy includes guidelines for setting a budget and outlines approval requirements for promotional items exceeding \$20.00 in value.

Administration recommends rescinding this policy, as promotional items are already accounted for within the County’s annual budget and its provisions are operational in nature making the policy unnecessary.

FINANCIAL & STAFFING IMPLICATIONS:

There are no financial implications associated with rescinding this policy. The existing budget for promotional items remains unchanged in the 2025 budget, which allocates \$10,000 annually for this purpose.

The promotional budget is used to purchase various giveaway items, including pens, notepads, and small branded items. Examples of these items include:

- Front Desk and Event Items: Pens provided at the front desk or during events.
- Discovery Night Swag: Items like yo-yos and coloring books for children.
- Branded Merchandise: Ball caps, coffee mugs, water bottles, fly swatters, rain gauges, and sweaters.

These items are often used as small door prizes or giveaways upon request from local organizations. Recently, donations of promotional items have been made to groups such as:



- Community Futures Women's Day Luncheon
- Farmers Bonspiel
- Ladies Bonspiel
- Torrington Curling Club

Additionally, when administration staff attend conferences, they occasionally bring a small door prize as requested by event organizers.

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
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ATTACHMENTS:

Policy 15-6, Promotional Items



COUNCIL OPTIONS:

1. That Council rescind Policy #15-6
2. That Council request further information.
3. That Council receive for information.

RECOMMENDED MOTION:

That Council rescind Policy #15-6, Promotional Items.

FOLLOW-UP ACTIONS:

N/A

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

