

Subject: **Policy 15-6, Promotional Items**

Meeting Date: Tuesday, March 25, 2025

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.

Administration brought this item to the February 25th Council meeting and at that meeting Council tabled this item until the March 25th Council meeting in order for Council to review a report on what was spent on promotional items for the last three years.

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 \$200.00 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:

Rescinding Policy #15-6, Promotional Items, has no financial implications. The existing budget includes allocations across multiple departments for purchasing promotional items to support various programs and events.

The **Corporate Budget** is primarily used to fund general giveaway items, including pens, notepads, and small branded merchandise. Examples of such items include:

- **Front Desk and Event Items:** Pens distributed at the front desk or during community events.
- **Discovery Night Swag:** Items like yo-yos and coloring books designed for children.



REQUEST FOR DECISION

- **Branded Merchandise:** Items such as ball caps, coffee mugs, water bottles, fly swatters, rain gauges, and sweaters.

These promotional items are frequently used as door prizes or giveaways and are occasionally donated to local organizations upon request. Recent examples of donations include contributions to:

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

The total budget for promotional items under the corporate budget ranges from approximately \$2,500 to \$5,000. Earlier today, Theresa Cochran presented a report that provided a detailed breakdown of the Corporate Items budget, including both budgeted and actual expenditures.

The figure I've provided reflects only the portion specifically allocated to promotional items, which is why it is lower than previously reported.

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools: Individual Notification

Other:

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- ☒

