



## **BYLAW NO. 258/2026**

### **ADVERTISING BYLAW**

A BYLAW OF THE TOWN OF BENTLEY, IN THE PROVINCE OF ALBERTA, ESTABLISHED TO PROVIDE REGULATION AND ALTERNATE METHODS FOR ADVERTISING STATUTORY NOTICES

**WHEREAS**, pursuant to section 606 of the *Municipal Government Act*, a council must give notice of certain bylaws, resolutions, meetings, public hearings or other things by advertising in a newspaper or other publication circulating in the area, mailing or delivering a notice to every residence in the affected area or by another method provided for in a bylaw under section 606.1;

**AND WHEREAS**, pursuant to section 606.1(1) of the *Municipal Government Act*, a council may, by bylaw, provide for one or more methods, which include electronic means, for advertising proposed bylaws, resolutions, meetings, public hearings, and other things referred to in section 606;

**AND WHEREAS**, Council is satisfied that the advertising method set out in this Bylaw is likely to bring matters advertised by that method to the attention of substantially all residents in the area to which the bylaw, resolution, or other thing relates or in which the meeting or hearing is to be held;

**AND WHEREAS**, a public hearing for this bylaw was held on the 23<sup>rd</sup> day of June 2026 and the required notice for the public hearing was given in accordance with Section 606.1 (2)(3) of the *Municipal Government Act*;

**NOW THEREFORE**, the Council of the Town of Bentley, in the Province of Alberta, duly assembled, enacts as follows:

#### **SHORT TITLE**

This Bylaw may be referred to as the "Advertisement Bylaw."

**PART 1: PURPOSE**

- 1.1. The purpose of this Bylaw is to provide alternative and modified advertising methods for advertising bylaws, resolutions, meetings, public hearings, election matters, or other things required to be advertised by the Town of Bentley, and to modify certain advertising requirements.

**PART 2: DEFINITIONS**

**Accredited  
Local  
Newspaper**

means a newspaper that:

- 1) Focuses its news coverage on events and happenings within the Town of Bentley and surrounding area;
- 2) Is typically published in print format at least once per week;
- 3) Is of general circulation within the Town of Bentley and is available to distribution to the majority of residents in the Town of Bentley; and
- 4) Includes paid advertisements;

**Chief  
Administrative  
Officer**

or “CAO” means the chief administrative officer of the of the Town of Bentley or delegate;

**Council**

means the Mayor and Council Members duly elected in the Town of Bentley, and who continue to hold office.

***Municipal  
Government  
Act***

means the *Municipal Government Act*, R.S.A. 2000, c. M-26 and amendments thereto also known as MGA.

**Statutory  
Notices**

means a notice of proposed bylaws, notices related to election matters, resolutions, meetings, public hearings, or other things required to be advertised in accordance with section 606 of the *Municipal Government Act*, section 158.1 of the *Local Authorities Election Act*, or other enactment;

**Town**

means the municipal corporation of the Town of Bentley.

### **PART 3: METHODS OF NOTICE**

- 3.1. Unless otherwise required by legislation, including the *Municipal Government Act*, any notice required to be given by the Town of Bentley may be provided using one or more of the methods set out in this section.
- 3.2. Any notice required to be advertised under section 606 of the *Municipal Government Act* of a bylaw, resolution, meeting, public hearing, or other matter may be given, in accordance with the timelines prescribed in section 606 of the *Municipal Government Act*.
- 3.3. Notice may be given by any of the following methods:
  - 1) Posting the notice on the Town of Bentley's official website.
  - 2) Posting the notice in a publicly accessible location at the Town of Bentley Municipal Office.
  - 3) Publishing the notice through the Town of Bentley's official social media channels.
  - 4) Publishing the notice in a newspaper or other publication circulating within the Town of Bentley.
  - 5) Providing the notice by electronic mail or other direct electronic communication to affected persons, where appropriate.
  - 6) Mailing or delivering the notice directly to affected persons.
- 3.4. Notice shall be deemed to have been given:
  - 1) In the case of a website posting, on the date the notice is first published on the Town of Bentley's official website.
  - 2) In the case of a physical posting at the Town of Bentley Municipal Office, on the date the notice is posted.
  - 3) In the case of social media, on the date the notice is published.
  - 4) In the case of newspaper publication, on the date the notice is first published.
  - 5) In the case of electronic mail or direct communication, on the date the notice is sent.
  - 6) In the case of mailed notice, five (5) days after the date the notice is mailed.
  - 7) In the case of personal delivery, on the date the notice is delivered.
- 3.5. Where more than one method of notice is used, the notice shall be deemed to have been given on the earliest date determined in accordance with Section 3.4.
- 3.6. The Chief Administrative Officer may, where considered necessary or appropriate, authorize additional methods of notice to ensure adequate public awareness of a matter.

## **PART 4: TIMING REQUIREMENTS**

### **Public Hearings**

- 4.1. Notice of a Public Hearing required under the *Municipal Government Act* shall be published in at least one newspaper or other publication circulating in the area at least once a week for two (2) consecutive weeks prior to the date of the hearing, unless otherwise specified by legislation.

### **Urgent or Emergent Matters**

- 4.2. Where, in the opinion of the Mayor or Chief Administrative Officer, a matter that is deemed urgent or emergent, the Town of Bentley shall make every reasonable effort to provide as much notice as possible given the circumstances.

### **Continuing or Ongoing Matters**

- 4.3. For matters of an ongoing or continuing nature, including but not limited to service disruptions, construction, or road closures, notice shall be given as soon as practicable after the Town of Bentley becomes aware of the matter.
- 4.4. Updates shall be provided as necessary to keep the public informed.

## **PART 5: CONTENT OF NOTICE**

- 5.1. Unless otherwise required by enactment, including the *Municipal Government Act*, all notices provided by the Town of Bentley shall contain sufficient information to inform the public of the nature and effect of the matter.

### **Minimum Content Requirements**

- 5.2. At a minimum, every notice shall include:
- 1) A clear and concise description of the purpose of the matter to which the notice relates.
  - 2) The date, time, and location of any meeting, public hearing, or decision to be considered.
  - 3) Where applicable, a description of the lands or area affected.
  - 4) Any other information required by legislation.

### **Public Hearings**

- 5.3. Where the notice relates to a Public Hearing, the notice shall include:
- 1) A statement that the matter will be considered at a Public Hearing.
  - 2) The manner in which persons may make submissions, including:
    - I. Attending in person.

- II. Providing written submissions.
- III. Submitting comments electronically, where permitted
- 3) Any deadlines for submitting written or electronic comments.
- 4) Where applicable, identification of the proposed bylaw, resolution, or statutory plan being considered.

#### **Electronic Notice**

- 5.4. Where notice is provided electronically, the notice shall, where practicable, include access to relevant documents, reports, or background information.
- 5.5. Where documents are not available electronically, the notice shall indicate how and where such documents may be accessed.

#### **Clarity of Notice**

- 5.6. All notices shall be written in plain language to the extent practicable.
- 5.7. Technical or legal terminology shall be minimized or clearly explained to ensure the notice is understandable to the general public.

### **PART 6: ALTERNATIVE NOTICE**

#### **Authority of Alternative Notice**

- 6.1. Where the Chief Administrative Officer determines that the methods or timing of notice set out in this Bylaw are not reasonable or practicable in the circumstances, alternative notice may be provided in accordance with this section, other than notice requirements enacted in the *Municipal Government Act*, or other relevant legislation.

#### **Circumstances for Use**

- 6.2. Alternative notice may be used where:
  - 1) An urgent or emergent situation exists.
  - 2) The matter is of a localized nature and direct notice to affected persons is more effective.
  - 3) Standard notice methods are unavailable, impractical, or unlikely to reach the intended audience.
  - 4) Additional notice is required to ensure adequate public awareness of a matter of significant public interest.

**Form of Alternative Notice**

- 6.3. Alternative notice shall be provided in a manner that is reasonable in the circumstances and appropriate to the nature of the matter.
  
- 6.4. Without limiting the generality of the foregoing, alternative notice may include:
  - 1) Direct delivery or mailing to affected persons.
  - 2) Telephone or electronic communications.
  - 3) Posting signage at or near the affected location.
  - 4) Expanded use of electronic or social media communications.
  - 5) Any combination of the above.

**PART 7: ERRORS AND OMISSIONS**

**Minor Errors**

- 8.1. A minor error or omission in the form, content, or timing of a notice does not invalidate the notice or any proceedings related to the notice, provided that:
  - 1) The notice substantially complies with the requirements of this Bylaw; and
  
  - 2) The error or omission does not materially affect the intent of the notice.

**Failure to Receive Notice**

- 8.2. Failure of a person to receive notice does not invalidate the proceedings to which the notice relates, where the Town of Bentley has made reasonable efforts to provide notice in accordance with this Bylaw.

**Good Faith Efforts**

- 8.3. The Town of Bentley shall be deemed to have complied with this Bylaw where it has made a reasonable and good faith effort to provide notice in accordance with the provisions of this Bylaw.

**Compliance with Legislation**

- 8.4. Notwithstanding this section, where an error or omission results in non-compliance with a mandatory notice requirement prescribed by enactment, including the *Municipal Government Act*, such non-compliance may invalidate the proceedings.

**PART 8: GENERAL PROVISIONS**

**Severability**

- 8.1. It is the intention of Council that each separate provision of this Bylaw shall be deemed independent of all other provisions herein and it is the further intention of Council that if any provision of this Bylaw is declared invalid by a court of competent jurisdiction, then the invalid portion be severed, and the remainder of the Bylaw is deemed valid and enforceable.

**Effective Date**

- 8.2. This Bylaw shall come into force and effect on the third and final reading.
- 8.3. This Bylaw shall take effect on the date of the third and final reading.

**READ** a first time this \_\_\_\_\_ day of \_\_\_\_\_ 2026

**READ** a second time this \_\_\_\_\_ day of \_\_\_\_\_ 2026

**READ** a third time & passed this \_\_\_\_\_ day of \_\_\_\_\_ 2026

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Administrative Officer