



County of Lethbridge Policy Handbook

EFFECTIVE: August 16, 1994

SECTION: 600 NO. 631

APPROVED BY: A.S.C.

SUBJECT: Promotions, Tours
and Conferences

REVISED DATE: June 3, 2004

The purpose of this policy is to outline participation at A.S.B tours and conferences and how the Agricultural Service Board will be promoted.

1. Participation at Provincial or regional tours and conferences will be dealt with under new business at a regularly scheduled meeting of the Agricultural Service Committee.
2. The Agricultural Fieldman will co-ordinate an annual tour of programs and problems in the County which will be open to the general public.
3. A nominal fee will be charged to cover the cost of transportation and meals or any other incidentals associated with the County annual tour.
4. The County annual tour or field-day will be advertised in the local media or through posters at local elevators and bulletin boards, to allow all residents the opportunity to participate.
5. The Agricultural Service Committee will employ good public relations which will include advertising or mailouts to keep the general public aware of programs and policy.
6. Information booths will be set-up at trade fairs etc. through-out the County at the discretion of the Agricultural Fieldman, keeping in mind the timeliness of the topic(s) to be covered and available manpower.