



MINUTES

BRAED Board of Directors MEETING
Daysland Community Hall
April 11, 2019

Board of Directors of the Battle River Alliance for Economic Development (BRAED) was held in the Daysland Community Hall, 4506-51 Ave Daysland AB.

Communities:

Beaver County: Dale Pederson, Gene Harabec
Camrose: Malcolm Boyd
Castor: Christopher Robblee
Coronation: Shelley Cook
County of Paintearth: Stan Schulmeister
Daysland: Ed Kusalik, Rod Krips
Edgerton: Wes Laporte
Flagstaff County: Kristy Jackson,
Forestburg: Bob Coutts
Holden: Mark Gieblelhaus
Irma: Joan Green
Lougheed: Kim Martin
M.D. of Wainwright: Phil Valteau
Ryley: Brian Ducherer
Sedgewick: Perry Robinson
Tofield: Larry Tiedemann
Viking: Debbie O'Toole Balaban, Doug Lefsrud
Wainwright: Carley Herbert

Associate Member: Arnold Hanson

Guests: Mark Baxter – Outlook Market Research

Economic Development Trade and Tourism: Dawna Allard

Staff:

BRAED Executive Director: Cathy Goulet

Administration: Cindy Hurum

4:00 pm – Presentation on 2018 – 2019 Marketing Project (Mark Baxter – Outlook Market Research)

BRAED undertook significant marketing work from 2017 – 2019 including updated logo, refreshed website, including community profiles and new agriculture content, and business and retention expansion research. Mark Baxter, Outlook Market Research presented an overview of all these components as well as the work completed on the value-added agriculture project.

Christopher Robblee (Castor): Ran SEO on website, it has not been fully updated and in terms of getting qualified leads, we need to short list and then tighten up.

Malcolm Boyd (Camrose): Elaborate on deliverable from Phase 1. We need an incredibly in-depth value-added ag piece to give detailed site selection information. And then, what drives them to set up shop and what do BRAED communities have to offer.

Kristy Jackson (Flagstaff County): Did ROI deliver on their contract?

Cathy answered – Contracting process is fairly loose but they met the minimum deliverables.

As of March 31, 2019, the Website updates were done.

Mark Baxter mentioned that when he submits his bid for the next phase of the Value-Added-Ag Project it will include 2 years of full web maintenance and website marketing.

Supper: 5:00pm

1. Call to Order - Welcome & Introductions

Chair, Brian Ducherer called the Board of Director's Meeting to order at 5:55 p.m.

2. Approval of Agenda

Motion: That the agenda of April 11, 2019 be accepted as amended.

Moved: A. Hanson

CARRIED

3. Approval of Minutes

Motion: That the minutes from December 12, 2018 Board of Directors Meeting be approved as amended.

Moved: L. Tiedemann

CARRIED

4. Financial Update - Cathy Goulet

Motion: That the financial statements of the Battle River Alliance for Economic Development to November 2018 be accepted as presented.

Moved: P. Robinson

CARRIED

5. Update on 2018-19 Operational Year-to-date – Cathy Goulet

The Executive has approved a change to the office lease and administrative support contract with Community Futures East Central Alberta. This will allow for an incremental charge for administrative support at offsite Board of Directors Meetings and Annual General Meetings with an estimated annual cost of \$1200.

BRAED has revitalized the Twitter account and we are tracking activity as well as engagement with the BRAED KNOTice and Google Analytics for our website. There has been a steady year over year increase in the number of users and sessions with this information as baseline.

BRAED is currently drafting an expression of interest for the final phase of the One Less Trip project. BRAED's procurement policy (03-01-06) requires the solicitation of at least three quotes for purchases between \$10,000 and \$50,000. An invitation to submit a response will be sent to a short list of qualified vendors. Approval is by Executive Committee

Value – added Agriculture Program

BRAED with significant help from staff from the City of Camrose, Camrose County, Beaver County, Paintearth County, Town of Viking, Flagstaff County, MD of Wainwright, the Paintearth Economic Partnership and the Town of Wainwright, organized a familiarization tour for PPAA on February 11 – 13, 2019. Based on feedback from PPAA representative, tour participants and the working group the following outcomes were achieved.

- A better understanding of the BRAED regional industry and strategic advantages by PPAA
- A clearer understanding of PPAA, the Protein Industry Canada organization, by BRAED members and industry representatives
- A clearer understanding of the scope of the plant protein opportunity by BRAED members and industry representatives

A two-day tour was delivered with Chair of PPAA Allison Ammeter, and COO Allan Hall along with BRAED Executive members. Based on attendance records, about 100 industry and community representatives attended events in the region.

The Executive authorized expenditures of up to \$6000. To be drawn from the Member relations budget. Estimated final costs are \$3970,14.

Thank you to the Communities for all their support!

The Next steps were approved by the Executive based on recommendations from the PPAA representatives and the Value-Added AG Working Group.

- BRAED has joined PPAA
- A regional event of seed cleaning plants – to learn about opportunities for process and consumer ready products – 1st level
- The Working Group will visit other seed cleaning plants, possibly St. Paul and Westlock to learn terms of capacity
- Continue with the Working Group

DIVERSIFICATION – VALUE – ADDED AGRICULTURE

BRAED has received approval for two value-added agriculture projects to be delivered in 2019

1. Lead Generation – this project will include development of business visitation packages and fact sheets, and continuing to lead generation, investor meetings and follow-up. The project budget is \$69,000, ICCI funding 50%
2. Listening and Learning. In depth research of the Pan-Prairie-Protein Industries Supercluster to understand what these national, provincial and industry backed associations are looking for in terms of products, site selection and markets.
CARES funding has been approved for \$56,000, which will be matched by funding of \$56,000 from the City of Camrose and BRAED. Camrose has committed \$30,000 however, this was based on a \$60k “ask” from CAREs.

a. Broadband Project

Partner meetings were held on February 21 and 22 in Wainwright, Sedgewick, Castor, and Camrose. Craig Dobson from Taylor Warwick presented concepts for each sub-regional broadband network individually and good discussion followed.

BRAED’s commitment to advance broadband is largely completed at this time.

Motion: That Operational Report be accepted as information.

Moved: S. Schulmeister

CARRIED

6. 2019-2020 Operational Plan

a. 2019-2020 Budget

BRAED has not undertaken an update of its strategic plan for several years and this activity has been scheduled for fall 2019. It should be noted that at this time, the REDA’s have not received indication of funding past the current March 31, 2020 MOU

with the Government of Alberta. While efforts were made to engage with the Province over the fall and winter 2018 – 2019, renewed commitment was not forthcoming.

The proposed budget for BRAED for 2019 - 2020 has a shift of some communications costs from the member engagement budget to the management contract to consolidate the activity under one cost.

Motion: That the Battle River Alliance for Economic Development approve the 2019-2020 Operational Plan as presented.

Moved: S. Cook

CARRIED

Motion: That the Battle River Alliance for Economic Development approve the 2019-2020 Operational Budget as presented.

Moved: E. Kusalik

CARRIED

b. Extension of Management Contract with Killick Leadership Group

A management service proposal from Killick Leadership Group was submitted. The Executive is recommending that the Board of Directors approve the amendment of the current contract to increase monthly fees from \$4000 to \$5000 and change the term of the contract expiration from June 30, 2019 to March 31, 2020. BRAED's purchasing policy does not speak to extending existing contracts but the existing contract does allow for extension and amendments upon mutual agreement.

Motion: That the Battle River Alliance for Economic Development approve the extension of the management services contract with Killick Leadership Group Ltd. to include the services as outlined in the proposal dated April 1, 2019, to extend the term of the contract to March 31, 2020 and that fees for the extension term will not exceed \$60,000.

Moved: C. Herbert

CARRIED

7. BRAED Executive Remuneration Policy Review

Based on a request from members, BRAED is reviewing its current Article (32) which does not allow for providing remuneration to Board members. The lack of remuneration is a deterrent to smaller municipalities and associate member joining the Executive with the cost of extra meetings and travel being borne by the member.

NOTE: If members are asked to attend a conference in another region, BRAED does pick up the cost.

Discussion on what some communities do and don't pay, and the fact that Member Community budgets are set for this year.

Directive: The Executive Director will draft a letter to all Member Communities and CAO's to take to their next council meetings to get input on the topic of remuneration and have a poll of responses at the AGM in June.

Motion: To table the decision on remuneration until we hear back from member council meetings.

Moved: P. Valleau

CARRIED

8. **BRAED Purchasing Policy Amendment**

In the preparation of current RFP's a deficiency in policy 03-01-06 was note. For purchases exceeding \$50,000 no method of approval was noted. The Executive Committee is requesting support to correct the oversight.

Motion: That policy 03-01-06 of the Battle River Alliance for Economic Development be amended
From Purchases over \$50,000 require either an Invitation to Tender (ITT) or a Request for Proposals (RFP) as appropriate.
To Purchases over \$50,000, require either an Invitation to Tender (ITT) or a Request for Proposals (RFP) as appropriate and must be approve by the Executive Committee.

Moved: P. Robinson

CARRIED

9. **Executive Officer – Economic Development Officer Election**

The EDO designated position on the BRAED Executive is vacant. According to BRAED's Articles of Association, the Executive Committee shave be constituted as follows:

45. Executive Committee

The Directors shall elect an Executive committee consisting of no less than four Directors, one of which shall be the Chairperson, Vice Chairperson, Secretary and Treasurer, or such larger number of Directors that the Directors may from time to time determine to hold office until their successors are appointed. A representative of the Government of Alberta may be Board Resolution, be appointed ex officio to the Executive Committee. The Executive Committee positions of Chairperson and Vice Chairperson must be elected officials.

S. Cook requested to change wording from "must" be to "may" be.

BRAED policy 02 04 01 states that

The Executive Committee must be made up of:

- At least one Village representative
- At least one Town or City representative
- At least one MD or County representative

- At least one EDO
- Three (3) Members at Large - for a total of seven (7) representatives

And.....Member representatives can only be elected to the Executive Committee if they are the primary representatives of the Member Organizations they represent.

Given the small number of EDO's in the region, the requirement for at least one EDO may be challenging, particularly if the EDO much also be the primary representative of their own municipality to the BRAED Board of Directors. Therefore, the following change to policy 02 04 01 is being suggested.

The Executive Committee must be made up of:

- At least one Village representative
- At least one Town or City representative
- At least one MD or County representative
- Up to one Economic Development Officer from a member organization and up to Four (4) Members at Large – for a total of seven (7) members of the Executive Committee

Motion: That BRAED accept the amendment to policy 02 04 01 to not make it mandatory to have at least one EDO and instead accept 4 members at large.

Moved: S. Schulmeister

CARRIED

Directive: The Executive Director of BRAED will draft a letter reflecting the change of policy 02 04 01 to Member Communities and CAO's and bring back to AGM in June.

10. Annual General Meeting – Camrose Regional Exhibition, June 13, 2019

11. Regional Round Table – Members.

Doug Lefsrud – EDO Viking

- Summer events in the planning stages, Cloverlodge Stampede &
- Viking's in the Streets

Debbie O'Toole Balaban – Town Councillor – Viking –

- P & H will be opening soon
- Car Show
- Summer Hockey

Kristy Jackson – EDO - Flagstaff County

- Collaborating on coal transitions

- April 26 – Grand Opening of Transition Centres with Federal and Provincial Government out to celebrate.

Perry Robinson – Mayor- Sedgewick

- Gibson's has committed to North American Control Center in
- Hardisty with Sedgewick the back up
- Held 3rd concert at the Wildrose Recreation Centre
- Had 3 bands in Sedgewick on the same night and same time, all successful
- New sub-division with 13 lots
- Re-doing main street, water and sewer upgrades
- July 1st Celebrations
- Collaborating with Flagstaff County, Provost
- Partnership with Flagstaff

Kim Martin – Town Councillor - Lougheed

- Promotion our Field House, we have turf on the floor which makes it assessible for Lacrosse, Seniors, Pickle Ball
- Promoting the Campground and stocking the trout pond
- May 24th Ball Tournament
- Work has been done on the water treatment plant
- Doing maintenance to the streets

Christopher Robblee – CAO - Castor

- Secured contracts for pipelines and tear down
- Telus Broadband infrastructure
- Residential attraction campaign
- Summer projects

Gene Hrabec – Deputy Reeve - Beaver County

- Campground Hosts expanded to make more attractive for hosts
- County is having issues with Economic Development
- Dodd's Coalmine is hanging on and have opened Coal Creek Golf Course
- Need some kind of change to get back on track
- Over 10% outstanding in unpaid taxes to the county
- Senior's complex in Holden now accepts cannabis users
- Need to keep the Holden Senior Centre viable, we need people in there

Dale Pederson – Beaver County Councillor

- With P & H starting to operate, concerns of traffic increase on highways 14 and 36, train delays are already 12 minutes. Would like to see 870 paved to alleviate some of the traffic. Transport traffic from the North would use it and highway 26 as a route to the southern markets. As the overpass at Kinsella would also be used it would eliminate some of the inconvenience caused by trains interrupting highway traffic.

Wes Laporte - EDO - Village of Edgerton

- Dog park
- Phase 2 of walking trail
- Contest for murals around the town

Carley Herbert – EDO – Town of Wainwright

- Launching Town of Wainwright App
- Fundraising for CT Scanner, partnering with AHS on the cost (2.2 million) over 3 years
- Working with Lakeland College to bring Administrative Training Course to Wainwright – more post secondary opportunities
- Lots of in- fill happening
- New Yoga Studio opening May 1st
- Wainwright Hotel has been bought by a developer
- Military – May and June exercises
- Upcoming Events include – Chamber coordinating a garage sale with other communities
- Wainwright Stampede
- Canada Day celebrations on the base – for kids from 11am – 2pm. Concert at 6pm with Fireworks to follow

Phil Valleau – Councillor – MD of Wainwright

- Construction of road being rebuilt
- Open tenders for paving in Chauvin
- CN is double tracking

Mark Giebelhaus – Village Councillor – Village of Holden

- Farmers Day and Ball Tournament – June 8th
- Full grant funding for environmentally ice (first in Canada)

Malcolm Boyd – City Manager – City of Camrose

- New EDO hired
- Need to hire a new Police Chief
- Lots of planning, Chamber, CRE, Police

- Public Transit – bus going to Edmonton, need to double ridership to make self funded
- Car Pool Ap
- Recreation funding
- License for BVJ to have beer in the concert bowl
- Promote the Golf Course
- Had first tax sale

Bob Coutts – Deputy Mayor – Village of Forestburg

- Centennial Celebrations August long weekend
- Challenges with coal
- Just announced – the start of mining the ash from the coal
- End date for the coal mine?
- Lease on airport, grant for paving some of the runway
- Commercial Greenhouse feasibility
- Prepping 13 lots for sale
- Flagstaff intermunicipal partnership hiring a consultant for possibility of regionalization

Joan Green – Village Councillor – Village of Irma

- Finish water draining project, no flooding this spring, diverted to golf course
- School well underway, hoping to open September 2019
- Fundraisers held for the School, needs and wants list exceeded
- Summer spiel will be held again on August long weekend
- The town has seen some home sales and some new builds

Shelley Cook – Town Councillor – Town of Coronation

- Doing interviews to hire a new CAO
- Paving
- Work at the Campground – bathroom and laundry
- New section behind ball diamonds for overflow
- Party in the park
- Bull-a-rama

Stan Schulmeister – County of Paintearth No 18 Councillor

- Approve permit to build new plant that will employ up to 40
- Talk of a Bit Coin Mine
- Gas Units 4 & 5 converted to 100% gas
- Looking at laying 80km of pipe for sub division
- Finished the strategic plan

Larry Tiedemann – Town Councillor – Town of Tofield

- Town will be hosting an FCSS Volunteer Appreciation
- Block parties
- Bull Bash

Ed Kusalik – Mayor – Town of Daysland

- Application submitted for another variety store
- Sewer lines phase 2 – all sewers cleaned and relined
- Still an on going debate between the Insurance Company and the Golf Course after the flood
- Public works employees did good work, no flooding this spring

Brian Ducherer – Village Councillor – Village of Ryley

- Village needs to hire a new CAO
- Paving going on in town
- Upgrades to the campground
- The Landfill is owned by 5 communities (Ryley, Tofield, Viking, Holden and Beaver County) These 5 communities would like to see a change from Beaver Municipal Solutions to a Municipal Controlled Corporation. The land fill employs 75 people and gives back 2 million dollars a year.

12. Adjournment

P. Robinson adjourned the meeting at 7:50pm



Stan Schulmeister, Secretary



Brian Ducherer, Chair