

## MINUTES



BRAED Board of Directors Meeting  
Virtual via WebEx  
April 29, 2020

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**Board of Directors of the Battle River Alliance for Economic Development (BRAED) was held virtually via the WebEx platform.**

**Communities:**

Alliance: Dell Wickstrom  
Camrose: Patricia MacQuarrie  
Daysland: Ed Kusalik  
Flagstaff County: Jordyn Prior  
Hardisty: Doug Irving  
Holden: Mark Gieblehaus  
Irma: Joan Green  
Killam: Ben Kellert  
Ryley: Brian Ducherer  
Wainwright: Carley Herbert  
Beaver County: Kevin Smook  
Camrose County: Anjah Howard  
Paintearth County: Stan Schulmeister

Regrets: Shelley Cook, Perry Robinson

**Associate Member:**

Arnold Hanson

**Guests:**

Economic Development Trade and Tourism: Dawna Allard  
Outlook Market Research / Acorn Partners: Mark Baxter & Randy Baldwin  
Killick Leadership Group: Bobbi Sue Menard & Steve McGrath

**Staff:**

BRAED Executive Director: Cathy Goulet  
Recording: Cindy Hurum

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**1. Call to Order**

Chair, Brian Ducherer called the Virtual Board of Director's Meeting to order at 9:10am

**2. Approval of Agenda**

**Motion:** That the agenda of April 29, 2020 be accepted as presented.

Moved: A. Hanson

**CARRIED**

**3. Approval of Minutes**

**Motion:** That the minutes from December 12, 2019 Board of Directors Meeting be approved as presented.

Moved: B. Kellert

**CARRIED**

**4. Presentations – NONE**

**5. Project Updates – Cathy Goulet (BRAED), Outlook Market Research / Acorn Partners: Mark Baxter & Randy Baldwin**

**a. Value -added Agriculture Program**

i. 2019 Initiative Overview – Briefing, Activities and Reports all presented as information (attached)

ii. 2020 Project Overview - presented as information (attached)

- Methodology
- Key Insights
- The BRAED Region "Fit"
- Bonus Opportunity (3<sup>rd</sup>)
- Go Forward Recommendations

**Q & A**

**Q:** Regarding a formalized working relationship, who promotes, who reaches out to existing partners, corporate or individuals.

**A:** Seed plants have the network and could possibly be a key player. It could also be a specific consultation project where the consultant will talk to producers and industry partners, in person visits, interviews on viability and try to get a commitment for a meeting near year end.

**Q:** What can representatives of our area do to bring these people together, where to look and who to talk to?

**A:** BRAED members are the first point of contact in the research project (the gatekeepers) going over list of criteria to identify possible connections, and work with consultant to open those gates and earn the credibility.

Part of Outlook Market Research's engagement was to develop an Action Plan for next steps, from the roundtable in March, BRAED has nailed it and it is time to get boots on the ground. Regional groups have been trying to get where we are – the last step is presenting the action plan.

CECI only funds 50%, with BRAED committing \$35,000. BRAED is looking for partners to offset the other \$35,000. From the March Value Added Agriculture Round table meeting there may have been some potential for partners but COVID - 19 has made things challenging.

BREOC was approached but felt they could only help if it's projects in their region. S. Schulmeister will have a meeting with Nate Horner to discuss possible funding Executive Director will have a follow up meeting with Anna Curtis.

## **6. Management Report – Cathy Goulet**

### **a. Communications Update – Bobbi Menard**

- The KNOTice – Open rate and click through rates have remained reasonably steady: the bounce rate has increased since each bounced email address must be manually removed (email addresses bounce when people quit using their email address)
- Twitter Analytics Highlights: Big change in Twitter with COVID - 19 activity. We retweet when stakeholders tweet content relevant to us, Example: County of Flagstaff tweets about economic development.
- Recommendations and Opportunity going forward
  - Recommended strategies:
    - Strong community digital linkages
    - Inexpensive SEO best practices
    - A clear plan to promote BRAED initiatives and build audience around investment attraction to the benefit of all the region
    - A consistent, small investment in the “next, best thing.” Opportunism at its finest to exploit current strengths and evaluate how far small changes can take the organizations digital presence while understanding it can take 12 – 18 months to move the needle
- BRAED Webpage:
  - We continue to post events / happenings on the webpage and drive people to the event via the webpage

### **b. REDA Initiative Renewal**

- The Government of Alberta has confirmed it has reduced operational funding from \$100,000 to \$50,000 and the Executive is working towards a confirmation that this is for the next three fiscal years.

- Working with Food Artisans through a series of discussions and surveys to determine their core needs. Out of this, the County created a marketing promotion and a communal curbside pick up location for them. Trying to curate some available resources for them on the County website. They are happy with the work so far.
- Working with greenhouses (promotion) and campground (promotions and clarification on regulations)

#### Jordyn Prior – Flagstaff County

- In partnership with BREOC on new businesses triage program (accountant, lawyer, administration, 2 marketing companies)
- Planning on an online shopping festival, wanting a bigger reach, pushing it out to Calgary and Edmonton
- “Nominate a Hero”: program, it’s time to show frontline employees in the Flagstaff Region some love! Nominate a frontline worker who deserves a shout out during this unprecedented time. Send in a picture and a story and Flagstaff County will celebrate their story and spread the word.

#### Stan Schulmeister – Paintearth County

- Balanced the budget with some cutbacks
- Deferred penalties and tax dates until October
- There has been some closures and receiverships
- Looking at the Village of Halkirk viability
- Campground will be open for self contained units only

#### Dawna Allard – Alberta Economic Development and Trade – Government of Alberta

- Receiverships have already started; the GOA is looking for businesses that look like they will close for good, there’s always changes, and ears are open through all ministries
- If there is a lack of programs, or misunderstanding of programs, there are resources available
- All provinces are getting ready for “Back to Work” for non-essential, some challenges
- PPE – where will these non-essential businesses get what they need to open up
- Reorganization has started–stay tuned
- Alberta Labor has some great information

## 12. Adjournment

Chair B. Ducherer adjourned the meeting at 11:30am

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June 30, 2020

Stan Schulmeister, Secretary

Brian Ducherer, Chair

A handwritten signature in blue ink, appearing to be "Stan Schulmeister". The signature is fluid and cursive, with a long horizontal stroke at the end.