

## MINUTES

BRAED EXECUTIVE COMMITTEE MEETING  
BRAED Office, Viking, AB  
August 15<sup>th</sup>, 2018

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**Executive Committee Meeting of the Battle River Alliance for Economic Development (BRAED) was held in Viking, AB on August 15, 2018 at the BRAED Office.**

**Executive Committee:** Brian Ducherer, Vic Goodman, Arnold Hanson, Ed Kusalik, Larry Tiedemann, Stan Schulmeister, Shelly Cook

**Alberta Economic Development and Trade:** Dawna Allard

**Executive Director:** Cathy Goulet

**Administration:** Cindy Hurum

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**1. Call to Order**

Chair, Brian Ducherer called the Executive Committee Meeting to order at 1:05 p.m.

**2. Approval of Agenda**

**Motion:** Moved by Arnold Hanson, that the agenda of Aug 15, 2018 be approved with additions.  
**CARRIED**

Additions to the agenda:

- New Business
  - Coal Communities Meeting
  - REDA Funding Framework

**3. Approval of Minutes**

**Motion:** Moved by Larry Tiedemann, that the minutes from June 27 be approved as read.  
**CARRIED**

**4. Business Arising from Minutes**

**a. EATC Update**

**1. Approval to send membership payment**

**Motion:** Moved by A. Hanson to send final membership payment of 5000.00 for pro-rated membership fees (April 1 – June 30, 2018)  
**CARRIED**

**b. Office Move – Community Futures Viking**

**1. Update**

- The move has been completed and operations are fully resumed.

**Motion:** Moved by S. Cook that BRAED's bank accounts be moved from Killam ATB to Viking ATB.  
**CARRIED**

**Action:** C. Goulet to follow up on this

**c. Management Action Plan to September 20, 2018 –**

**1. Update**

- Discussion regarding BRAED website, and how the Community Pages are set up. Options for PDF's, Static Data or Live Links, best to consider target groups and how they will use the information. Web based Economic development needs to be a regional representative with a strong voice. BRAED needs to get to that step. Website should show how and where the investor can get their kind of information for investment opportunities. Outlook Market Research will get this. Rewriting Community Profiles, links – only pages sometime in the future.

- Discussed BRAED'S LOGO – Keep basic look of the Knot with a little bit of tweaking.

**Motion:** Moved by E. Kusalik that the decision on BRAED's logo be tabled to September 13<sup>th</sup>, 2018 Executive Meeting  
**CARRIED**

**Action:** C. Goulet will forward requests for two mock-ups to Outlook Market Research

**d. Marketing Project: Update from Outlook Market Research - discussed**

**e. Value-added Agricultural Project Update**

- The City of Camrose has provided a letter of intent to partner with BRAED on the Value-Added Ag Project.

**Action:** C. Goulet to organize meeting of Project Partners – City of Camrose, Paintearth County, County of Beaver, Flagstaff County and Camrose County to gain input for the concept.

- C. Goulet attended "Visions 2018 Agri Food Superclusters Industry Game Changer" on July 4<sup>th</sup> and 5<sup>th</sup>, 2018 at the University of Alberta. As a result, she was linked to Alan Hall of the Plant Protein Alliance of Alberta and had a meeting with him. BRAED has been asked to host a tour for PPAA to build out connections and network.

**Action:** C. Goulet will determine what they are looking for regarding a tour

**Action:** V. Goodman & C. Goulet will put together a draft program and find out the cost

**5. New Business:**

**a. BRAED remuneration policy**

- The Town of Tofield, on behalf of the Mayor, sent a request that BRAED review its Executive Remuneration Policy for Executive Members.

V. Goodman suggested that we bring forward to the BRAED Board a proposal to expand the organization with BRAED becoming the leader for the Regional Economic Development. We would need a full buy in from elected officials.

**Motion:** Moved by L. Tiedemann that we advise the Town of Tofield that the remuneration policy is under review and will be discussed at the December 2018 Board of Directors Meeting.

**CARRIED**

**Action:** C. Goulet, D. Allard, V. Goodman to prepare and define alternate models of regional economic development

**b. CARES Stream one – concept for expenditure of unallocated funds**

- There is \$20,000.00 remaining unallocated CARES ONE Funds. Vic suggested BR&E market research and to increase the scope of what we are doing. Arnold suggested getting a professional market researcher here in Alberta for a more hands on approach. Donna can get us in touch with a good market researcher close to home, to do a survey and maybe a tour of the region.

**Action:** C. Goulet will scope out for the market research \$20,000.00 and get this done by the end of December. RFP's for the September meeting.

- Cathy working on a one-day seminar, REDA manager and chair meeting with Senior Government Officials, REDA Chairs November 19<sup>th</sup>. Arnold asked for more information.
- Prior to 4 months ago, Alberta incubator program contract holder Downtown Business Association, CATAPULT, Cathy stepped back from that.
- Internship program with U of A. Cathy delivered a program in Camrose on how to do Economic Development in a rural environment on Aug 8<sup>th</sup>. Interns funded by BRAED are researching Broadband, youth retention and welcoming communities That project will be wrapped and out by the end of December 2018.

**6. Financial Report**

**a. Financials – Year to Date**

- Cathy gave review on balance sheet and income statements and what's in the bank accounts. There is \$40,000.00 in the operating account as of today and \$185,000.00 in the grant reserve. Payables today will leave \$25,000.00 in our operating account. We are keeping our expenses tight and are in good shape going forward.

**Action:** C. Goulet to find out about \$1162.94 balance in 1300 account and recommend action.

**b. Cash Flow 2018 – 19 Operational Year**

**Motion:** Moved by E. Kusalik to approve financial statements as presented.

**CARRIED**

**7. Operational plan update – done**

**8. Correspondence**



- Regional Economic Update – Monthly Newsletter developed by REDA Managers. Each REDA is highlighted on rotation.

**Action:** C. Goulet to send Newsletter to BRAED members

**9. Next Meeting**

- Board of Directors Meeting – Thursday September 13<sup>th</sup>, 2018. Wainwright Communiplex Hall 1, 700 – 2<sup>nd</sup> Ave Wainwright Alberta
- Executive to meet at Town of Wainwright Office at 2pm.

**Action:** C. Goulet to confirm arrangement with Town of Wainwright

**10. Adjournment**

B. Ducherer adjourned the meeting at 4:00pm

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Stan Schulmeister, Secretary

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Brian Ducherer, Chair