



## MINUTES

### EXECUTIVE COMMITTEE MEETING

Friday July 16, 2021

Via ZOOM

8:00am

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**Executive Committee:** Brian Ducherer, Mark Giebelhaus, Arnold Hanson, Ben Kellert, Ed Kusalik, Stan Schulmeister

**Regrets:** Patricia MacQuarrie

**Killick Leadership Content Strategist:** Bobbi Menard

**Alberta Jobs, Economy & Innovation:** Dawna Allard

**Executive Director:** Cathy Goulet

**Recording:** Cindy Hurum

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**1. Call to Order**

Vice Chair Ed Kusalik called the Executive Committee Meeting to order at 8:10am

**2. Approval of Agenda**

**Motion:** The agenda of July 16, 2021, be approved as presented

Moved: A. Hanson

**CARRIED**

**3. Approval of Minutes from April 22, 2021**

**Motion:** The minutes from May 21, 2021, be accepted as presented

Moved: B. Kellert

**CARRIED**

**4. Business arising from the Minutes**

**a. Tourism Industry Development – Travel Alberta Grant Program** – provided as information

- BRAED's Executive Director was given direction to apply for \$100,000 Partnership Marketing Grant. This stream requires that the proposal must support the regional

Destination Marketing Organization or regional marketing strategy. BRAED will have to align with GoEast's strategic direction. In a conversation with Kevin Kisilevich, Manager with GoEast, he has committed to discuss this opportunity with his Board. Currently GoEast has a number of grant programs in play, and we need to ensure BRAED is not duplicating any other work. We discussed a program that would expand the Santa Trail in the fall and build a business plan to expand the product to another one or two spring/summer-based trail programs. This intake closes September 30, 2021, BRAED's Executive Director will have a draft grant proposal back to the Executive in August for their input.

#### **b. Annual General Meeting and BRAED Bounty Box**

- The BRAED Bounty Boxes for the Annual General Meeting were a huge hit. We received nothing but positive comments back and after people saw them, we had calls and emails from some that hadn't purchased and were hoping they still could
- What Went Well?
  - We had a good selection of products
  - Ribstone Creek did an awesome job as did singer Abby K
  - We came in under budget and had a small income after all expenses
  - Paintearth County went above and beyond to support the project
    - Next time
      - Just sell the meeting with the Box
      - E. Kusalik – "the bounty box for the AGM was great, hats off to all organizers"
    - Next Steps
      - Send out Thank You's
    - Final Comments
      - Do we want to do it again?
      - E. Kusalik, "maybe for the December meeting with a Christmas Theme"
      - A. Hanson, "delivery could be more challenging in December"

### **5. Project Updates**

#### **a. Value-added Agriculture Program Review**

##### **i. Next steps discussion**

- The Value-Added Agriculture project has now transitioned to implementation of investment attraction activity.

##### **Update:**

- The presentation of the BRAED Canola and Pulse Processing Value Proposition to the AF investment Attraction Case Leads Working Group on May 26<sup>th</sup>. This team of over 20 investment professionals is focused on investment attraction and business growth in value-added agriculture advancement in the province. The presentation was well received however, BRAED needs to expand their network. This group is responsible for responding to inbound leads and are not active in outbound promotion. We have been working with Invest Alberta and developed a more active approach to bringing attention to the opportunities BRAED has identified.

- Attending the Calgary Stampede, Killick Leadership represented BRAED. Executive Director C. Goulet and B. Menard arranged to attend Minister Devin Dreeshen's Agriculture Reception at the Calgary Stampede on July 13, 2021, as well as attending the private reception hosted by New West Public Relations on July 14, 2021.
- Two talking points were developed -
  - BRAED is ready to partner to attract canola and plant protein investment
  - Rural Alberta economic development needs focussed attention; we must work quickly to build out a rural future that people can believe in.
- During these two evenings we accomplished
  - Introductions, quick connections
    - Minister Dresden remarked that he "loves BRAED"
    - Jamie Curan, ADM, Alberta Agriculture and Forestry
  - In depth conversations
    - Associate Minister Nate Horner, Rural Economic Development
    - Tara Jago, Chief of Staff to Minister Horner
    - Shannon Marchand, Deputy Minister, Alberta Agriculture and Forestry
    - Andre Harpe, Chair, Grain Growers of Canada, Director, Alberta Canola Producers
    - Allison Ammeter, Chair, Plant Protein Alliance of Alberta
    - Greg Baker, acting CAO, Invest Alberta
    - Lynette Tremblay, Vice-President, Invest Alberta
    - Steve Kwasny, Manager, Director, Invest Alberta
    - Ron Hoffmann, Special Advisor, Invest Alberta
    - Branden Leslie, Manager, Policy and Government Relations, Grain Growers of Canada
  - During a conversation with Minister Horner and his Chief of Staff Tara Jago, we discussed the opportunity to work with the REDAs, a follow-up email has been sent and we are optimistic about a follow-on meeting. The province wants to work with the existing infrastructure. Minister Horner is on the side of rural Alberta.
  - Minister Horner talked about the province of Alberta developing a "Rural Alberta Development Strategy"
  - The province of Alberta has shifted from program delivery to policy
  - The Federal Government through Western Economic Diversification has money but no structure to push it out
  - We would be looking to marrying the policy with WD
  - If the province comes back with operational funding for REDAs, we could leverage the WD money.
  - Lynette Tremblay at Invest Alberta is new to her role as rural lead. She is interested in coming to the BRAED region to tour our investment opportunities. We also offered to make connections for Lynette to the REDA network.
  - In our introduction to Minister Dreeshen, we emphasized that BRAED is ready to work with his ministry and the province. We raised the need

- for increased clarity of investment attraction process with DM Shannon Marchand.
  - From all our conversations, the ones listed are the most relevant. We will be following on with all our connections in the coming week.
- Investment Attraction Workshop will be delivered to BRAED's EDO network by Dawna Allard, JEI on July 20, 2021. She will be joined by Steve Kwasny from Invest Alberta. This is the first of two workshops planned for this fiscal.
  - BRAED's Executive Director has a meeting at 10am July 16 with Justin Reimer, Assistant Deputy Minister, Western Economic Development.
  - How do we get WD to fund a piece on how we restructure Economic Development in rural Alberta?
  - We need a process to get in front of the people who can fund this
  - E. Kusalik, "see what transpires from the conversation, would like to see a brief write up on where they stand on this"
  - A. Hanson, "Justin Reimer understands the system. Are we overstepping our bounds with Minister Horner"? We need to stress what we've already done and get it in front of them
  - B. Ducherer, "we need to keep the doors open, make sure everybody is aware of what BRAED's doing"
  - B. Kellert, "its important to continue the conversation with both levels of government. Make sure they know what we have to offer"
  - D. Allard, "Minister Horner comment was a rural development strategy and the broadband responsibility".
  - C. Goulet, "the message we're getting is if you want to get something done, work on your MLA's

## 6. Management Report

### a. Update – Verbal

- Reviewed operational items, including an invoice from Outlook Market Research for \$787.50 for migration work. It's felt that some of that work was generated by missed upgrades which should have been completed while Outlook Market had the maintenance contract. It's been noted that the contract was not specific, BRAED's executive director will follow up on the invoice.
  - E Kusalik has asked for more detailed information
- Executive members held a brief round table on things happening in municipalities

### b. Communications Update

#### ▪ KNOTice Highlights

- The next issue goes out July 26, 2021, we will be highlighting the success of the BRAED Bounty Box
- The May open rate was reasonably good although we did lose some due to a Microsoft systems security update

- **Twitter Analytical Highlights**
  - We continue to generate original content and retweets. While the participation of BRAED member communities is low and summer's here we anticipate numbers will be challenging. With the new website maintenance provider, we hope that new content will help with traffic
  
- **BRAED Website**
  - Second Revolution has transitioned the website and is working on cleaning up plugins that are no longer functional. We have approved an upgrade to the backup systems for a minor cost of under \$50 annually. The cost is \$1.80 / month to increase the back ups. We're hoping this new website provider will help drive traffic.
    - Some of the work in progress is
      - Hubspot plugin has been installed and an in-line subscription/contact form added to the Newsletters page
      - Added a subscribe link for the Newsletter
      - Outdated plugins have been flagged for removal
      - Accessing / configuring Google Analytics site traffic data

**7. Financial Update – Cathy Goulet – presented as information**

**a. Statements to June 30, 2021 - Information**

**b. Variance to Budget**

- As it's early in the year there are no items to note
- 2021 – 22 Memberships all full paid
- Government of Alberta Operational Support – Funding request has been submitted and understand funding should be forthcoming
- Office supplies expense, some dollars mis allocated, working with the bookkeeper to correct this
- E. Kusalik, "I recommend that the profit and loss statement be corrected and sent to executive members"
- BRAED's Executive Director will send out a redraft

**Motion:** To approve the financial update as presented

Moved: A. Hanson

**CARRIED**

**8. Next Meetings**

- a) BRAED Executive Meeting, 4pm, Thursday September 16, 2021 (Location to be determined)
- b) BRAED Board of Directors, 6pm Thursday September 16, 2021 (Location to be determined)
  - Discussion on next meetings
    - A. Hanson, "in person before the Municipal Elections, schedule the Board of Directors for September 16, 2021, and hold the Executive meeting prior

**Motion:** To have an in-person meeting on September 16<sup>th</sup>, 2021, supper included and to have the Executive meeting same day prior to the Board of Director's meeting

Moved: E. Kusalik

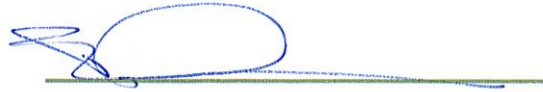
**CARRIED**

- BRAED's Executive Director would like to have Minister Horner in attendance
- E. Kusalik, "send him an invitation"
- D. Allard noted that Minister Horner wanted to get out on tour

**10. Adjournment:** Vice Chair Ed Kusalik adjourned the meeting at 9:07am



Arnold Hanson, Secretary / Treasurer



Brian Ducherer, Chair

Date: Sept 29, 2021

Date: Sept 28, 2021