



MINUTES

EXECUTIVE COMMITTEE MEETING

May 15, 2020

Via Webex

8:00am

Executive Committee: Shelley Cook, Brian Ducherer, Mark Giebelhaus, Arnold Hanson, Ed Kusalik, Patricia MacQuarrie, Stan Schulmeister

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 8:05 am.

2. **Approval of Agenda**

Motion: The agenda of May 15, 2020 be approved as presented.

Moved: E. Kusalik

CARRIED

3. **Approval of Minutes from April 8, 2020**

Motion: The Minutes from April 8, 2020 be accepted as presented.

Moved: A. Hanson

CARRIED

4. **Business arising from the Minutes**

a. **Updated Budget – presented as information**

- i. Community Futures is reducing the budget for the office by \$300 per month

5. **Project Updates**

a. **Value-added Agriculture Program Update –**

- i. Proposal to sole-source – Outlook Market Research

▪ BRAED has secured \$35,000 in funds from Export Canada to deliver the next phase of the Value-added Agriculture project. The project budget is \$70,000 and \$35,000 has yet to be raised. BRAED is committed to contributing the full amount from reserves,

however, is looking for partners. The uncertainty and change of focus created by the COVID pandemic is complicating fund raising.

Outlook Market Research has submitted a proposal to complete the work plan as approved by Export Canada. As a long-time contractor with BRAED, and particularly in the agriculture sector, Outlook is well positioned to deliver this project.

Recommendation:

- That BRAED's Executive request a full proposal from Outlook Market Research including specific deliverables
- That the value-added sub-committee of Brian Ducherer, Arnold Hanson, Patricia MacQuarrie, and the Executive Director meet with Outlook Market Research to review and finalize an agreement to proceed
- That a recommendation from the sub-committee be forwarded to the Executive by May 30, 2020 for final decision

Discussion:

P. MacQuarrie registered her strong support for a full RFP process and discussion led to the following motion.

Motion: That BRAED will undertake a full Request for Proposal process for delivery of the Value-Added Agriculture Phase Four Project, ensuring matching funding of \$35,000 is secured prior to signing a contract.

Moved: P. MacQuarrie

CARRIED

With continued discussion around securing funding, S. Schulmeister has offered to go back to BREOC and see if they will participate as some BRAED communities are in the BREOC region, anything that would benefit BRAED would also benefit BREOC.

Directive: The executive director to see if there is some partner interest in the outstanding project funds of \$17,500, with potential to rescope the project if funds are not available

Directive: The executive director will draft a letter to the BREOC Chair from BRAED Chair B. Ducherer and attached overview of the project with a presentation that can be used for multiple audiences.

6. **New Business**

a. **NONE**

7. **Management Report – Cathy Goulet**

a. **Report to Operational Plan – provided as information**

- BRAED and Go East could work together, not with funding but with informal steering committee
- BRAED Webpage now hosts an Economic recovery page
 - ◊ Who should be on the taskforce
 - ◊ Information on closures

- ◊ Economic recovery – Alberta Government has grants for “Shovel Ready” projects
- ◊ Daysland has applied for a grant for their lift station
- ◊ Camrose has also submitted a proposal
- ◊ Challenges for REDAs on shovel ready projects because we do not typically focus on job creation
- ◊ Rural and Regional small business assistance is not a BRAED thing but rather a Community Futures thing

b. Communications Update – provided as information

- BRAED KNOTice – next issue goes out May 22
- Website – due to timing of this meeting, there is no new data
- Twitter – it’s a challenge to stand out with broadcast style Tweets about economic development in the COVID era. We have been focusing on building relationships and after months of engagement with Minister Fir’s Twitter account, she finally followed BRAED on Twitter. We’ve had 11 new followers for a growth rate of almost 2%

8. Financial Update – Cathy Goulet – provided as information

Motion: To accept the financial update as presented

Moved: S. Cook

CARRIED

9. Next Meetings

- a. BRAED Executive – Wednesday June 11, 2020 via WebEx at 8am
- b. BRAED AGM – Thursday June 25, 2020 via WebEx at 6pm.

10. Adjournment:

Chair B. Ducherer adjourned the meeting at 9:05am


 Stan Schulmeister, Secretary


 B. Ducherer, Chair

Date: _____

Date: June 30, 2020