



MINUTES

EXECUTIVE COMMITTEE MEETING

Friday October 16, 2020

Via ZOOM

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 8:05am

2. **Approval of Agenda**

Motion: The agenda of October 16, 2020 be approved as presented.

Moved: A. Hanson

CARRIED

3. **Approval of Minutes from September 3, 2020**

Motion: The Minutes from September 3, 2020 be accepted as presented.

Moved: M. Giebelhaus

CARRIED

4. **Business arising from the Minutes**

a. None

5. **Project Updates**

a. **Value-added Agriculture Program Update – Provided as information**

- The Contract for this project was awarded to FDI Research. The group has confirmed that they are able to complete 5 additional, more in-depth community prospectuses. If this option is exercised, total project costs will be \$25,500. The contract has been signed and first payment delivered.
- The BRAED project team (C. Goulet, P. MacQuarrie and A. Hanson) have met with the FDI Research team twice. The project is progressing well. Amber Hunter, VP Business Development – North America, Research FDI will be presenting on the project at the Board of Directors' meeting on October 22, 2020.

- Next Step – How do we fund the next step - \$40,000 - \$50,000 and who do we reach out to – WD, Invest Alberta, Alberta Ag?
- Contract is less than budgeted, how do we maximize the funding? CECI is holding on to \$20,000 that can go to next step.

b. Santa Trail 2020 – Patricia MacQuarrie

Due to time constraints Patricia has not moved forward with this project but did talk to the City of Camrose and Camrose County. Having people come to our communities is worrisome to people especially with Edmonton currently a hotbed of COVID cases. Maybe the Santa Trail should be deferred for a year.

Motion: To defer Santa Trail 2020 project out to September of 2021.

Moved: E. Kusalik

CARRIED

Directive: BRAED’s Executive Director will advise members that due to COVID restriction, we will be deferring this project for a year.

6. New Business

a. Website maintenance contract -

For the past number of years, BRAED’s website maintenance has been absorbed into other projects and work completed by Outlook Market Research. In the absence of any ongoing contractual arrangement with Outlook, website maintenance costs must be addressed.

Given that Outlook developed BRAED’s website, the most practical solution was to request a quote from Outlook to continue website maintenance. Total cost to March 2021 is \$3150 based on \$450 per month. This unbudgeted item will be allocated to the Member Engagement budget and can be accommodated in the current budget based on savings in other areas.

Open for discussion, P. MacQuarrie noted that this is an opportunity to shop local and not out of province. B. Ducherer agreed, stating that BRAED should engage Outlook until the end of the year and look and see what service providers are available locally.

Motion: That the BRAED will continue to engage Outlook Market Research until March 31, 2021, to maintain BRAED’s website at a cost of \$3150 and to find regional service providers who can take on the BRAED’s website maintenance work.

Moved: A. Hanson

CARRIED

b. REDA Chairs Conference Call October 15, 2020 – Provided as information

7. Management Report – Cathy Goulet – provided as information

a. Report to Operational Plan –

- Value-added agriculture – following from progress in 2019-2020, BRAED will continue to deliver strategy to increase investment in industry in the region. New Contract awarded and work underway.
- Energy Sector – Assess impact and develop action plan. The energy sector continues to lag in recovery, creating negative impacts in the region. A regional approach to recovery will be useful. The plan was to host a regional energy industry round table using online platform and develop a regional action plan. Due to the current situation BRAED has not started this project yet.
- Tourism Sector – Working through and with GoEast, support recovery efforts. The project has been deferred to fourth quarter.
- Executive members wondering if we have a way to measure business retention. Is it above or below the provincial rate? BRAED’s executive director will ask her counterparts to see if there’s any information available.

b. Communications update - provided as information

- **Twitter** – Overall impressions are down from September
 - BRAED Tweets earned 1.3k impressions over this 28-day period, an “impression” is the number of times a tweet is shown in an active twitter feed (this is the number of times it was seen)
 - The Community profile Tweets, and promotion campaign is being finalized to start soon.
 - People still like Tweets around agriculture
- **KNOTice** – Continues to have a good open rate, statistics remain consistent and much higher than industry averages.

8. a. Financial Update – Cathy Goulet – provided as information

BRAED is on track to realize a small operational surplus in 2020-21. Due to a reduced cost for the Value-added agriculture project, there will be a smaller draw on the reserve funds, leaving the organization in a slightly better cash position at yearend than originally anticipated.

Motion: To accept the financial update as presented.

Moved: P. MacQuarrie

CARRIED

9. Next Meetings

- a.** BRAED Board of Directors Meeting – 6pm October 22, 2020 via ZOOM
- b.** BRAED Executive – Thursday November 19, 2020 via ZOOM

10. Adjournment:

Chair B. Ducherer adjourned the meeting at 8:56am



Stan Schulmeister, Secretary



B. Ducherer, Chair

Date: Dec 10 / 20

Date: _____