



MINUTES

EXECUTIVE COMMITTEE MEETING

February 20, 2020

Princess Theatre Living Room

5018 – 50th Street

Killam AB

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

Regrets: Arnold Hanson

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 10:00am.

2. **Approval of Agenda**

Motion: The agenda of February 20, 2020 be approved as presented.

Moved: P. MacQuarrie

CARRIED

3. **Approval of Minutes from January 9, 2020**

Motion: The Minutes from January 9, 2020 be accepted as presented.

Moved. Kusalik

CARRIED

4. **Business arising from the Minutes**

a. **REDA Initiative**

i. **Peace River Economic Development Alliance (PREDA) planned RMA Action**

We have been alerted that the MD of Spirit River, at the request of PREDA, is proposing a resolution to the Rural Municipalities of Alberta Convention, March 16-18, 2020 regard REDA funding. As part of the proposed action, the MD of Spirit River presenter will ask all municipalities who are members of a REDA to stand as the resolution is read.

Directive: Advise BRAED member municipalities of the proposed resolution and ensure that the messaging is clear. The BRAED Executive as a whole does not relay any direction. Prepare the email and send to Chair B. Ducherer for approval.

ii. Meeting with MLA Garth Rowswell, Vermilion-Lloydminster-Wainwright – Provided as Information

Chair Brian Ducherer and Executive Director Cathy Goulet met with MLA Roswell in Vermilion on February 14, 2020. The proposal package presented to Minister Tanya Fir, Alberta Economic Development, Trade and Tourism was shared. The MLA expressed a lack of knowledge about REDAs, we had an opportunity to provide him with some historical context. He also shared that he is not aware of any discussion or decision with the regard to future funding for the REDAs. MLA Rowswell did express an interest in a tour of the Beaver Municipal Services waste site.

BRAED's Chair have now met with MLAs Rowswell and Lovely and are working to organize a meeting with MLA Horner.

5. Project Updates

a. Value-added Agriculture Program

i. Value-added Agriculture Cluster Development

- Following input from the Executive we have referred the report back to Outlook Market Research for changes. Most of these are in the order of edits. We have requested for a section that briefly summarized the articles in the appendices and to look for opportunities to include information on the Coronation Seed Cleaning Plant. This will indicate the strength of the existing industry in the region.

Outlook Marketing is finalizing the document and will have final copies available prior to the March 10, 2020 BRAED Agriculture Forum.

ii. Value-added Agriculture Lead Generation – presented as information

- This report has generated two deliverables, the BRAED Investment Guide and the Pulse Fractionation Business Case. Both have been reviewed by the Executive and comments submitted. We have spoke with Markus Weber from Serecon in detail about these two products. The Investment Guide requires some editing and we asked that the business directory on page 18 be expanded. This is in progress. The Business Case, in addition to some editing and language-usage, had a few more substantive issues that Serecon has agreed to address:

iii. Regional Value-added Forum, March 10, 2020

- Planning for this project is complete and promotion has started with a "save the-date" notice. Promotional material is ready to launch on February 20, 2020 at the Fractionation 101 Workshop in Killam. Outlook Market Research and Serecon will be sending notices to the individuals and organizations that they contacted in the process of completing their respective projects. BRAED will be promoting through its direct outreach KNOTice and Social Media channels. The event is listed on EventBrite with a ticket cost of \$25.00

i.v. Fractionation 101 Workshop, February 20, 2020 – **Provided as Information**

- Planning is complete for this partnership with the Plant Protein Alliance of Alberta in Killam. Based on registrations to date, it appears that we will meet or exceed our targets in numbers and audience. We will be unable to provide a full report until after the event is complete. PPAA is pleased with the partnership and BRAED's marketing efforts.

b. **Energy Round Table, March 27, 2020**

- The event is being developed in response to requests from member communities. We have been working with TC Energy and Gibson Energy to arrange a tour of the tank farm. Enbridge and Keystone have not responded to enquiries to date. Once confirmed we will begin finalizing the agenda and promotional material. In order to effectively promote this event, we need four weeks lead time and therefore working towards finalizing the details in the next ten days.
- BRAED has not approved a budget for this event. We are working with TC Energy and Gibson Energy on bus tour sponsorship, which will impact final cost. Based on previous events, we believe costs will include a bus and driver, lunch and morning snacks. The town of Hardisty has agreed to provide the facility. Rough budget for the event is:

Bus and driver	\$1000.
Lunch (based on 30 participants)	\$750.
Coffee and snacks	\$250.
Minor out of pocket	\$100
TOTAL ESTIMATE	\$2100.00

Motion: That Battle River Alliance for Economic Development allocate \$2500.00 of its Community Relations budget to the delivery of the Regional Energy Round Table.

Moved: S. Schulmeister

CARRIED

6. **New Business**a. **Strategic Alliance with Plant Protein Alliance of Alberta**

- BRAED has undertaken two projects with the Plant Protein Alliance of Alberta (PPAA), the Value-added Ag tour in February 2019 and the Fractionation 101 Workshop February 2020. PPAA has asked BRAED to consider becoming a strategic partner and to sign a formal agreement (attached). This agreement has no financial obligations and focusses on mutual promotion and non-monetary support.

Motion: That the Battle River Alliance for Economic Development enter a Strategic Alliance with the Plant Protein Alliance of Alberta and directs Chair Brian Ducherer to sign the presented agreement on behalf of BRAED.

Moved: S. Schulmeister

CARRIED

b. Beaver Municipal Services – Potential Ministerial and MLA Tour

- At a meeting with BRAED Chair Ducherer and Executive Director Goulet on December 6, 2019, MLA Jackie Lovely, Camrose, expressed an interest to learn more about Beaver Municipal Solutions. On our December 14, 2019 meeting with MLA Garth Rowswell, Vermilion-Lloydminster-Wainwright, a similar interest was expressed. MLA Rowswell also thought that Minister Kaycee Madu, Alberta Municipal Affairs and Minister Jason Nixon, Alberta Environment and Parks may have an interest in this learning opportunity. Propose timing is May/June 2020. Before proceeding further, staff would like direction for the Executive. A Ministerial tour is time intensive and may also have budget implications. BRAED may be able to leverage this tour opportunity to increase the profile of the region's value-added agriculture potential. This could mean expanding the invitation list to include Minister Devin Dreeshen of Alberta Agriculture and Forestry. Given BRAED Chair Ducherer's role as Chair of the Beaver Municipal Services Board, staff is advising full discussion and transparency to avoid any perception of preference or conflict of interest.

Recommendation: That BRAED Executive instruct the Executive Director to enter discussions with BMS staff and the various ministerial offices to determine interest in a BRAED Ministerial Tour to highlight Beaver Municipal Services and adjacent points of interest that highlight the region's value-added agriculture potential.
That the Executive Director provide the Executive Committee with a briefing on March 12, 2020.

Discussion: P. MacQuarrie suggested that Beaver Municipal Services proceed on their own.
B. Ducherer would like to have BRAED Executive Director in attendance.
Beaver Municipal Services will look at setting up a tour of the Landfill and hosting lunch on a Friday and include the Industrial Park. B. Ducherer will keep BRAED up to date.

7. Management Report – Cathy Goulet

a. Communications update – provided as information

- KNOTice Dashboard Highlights – Constant Contact was having some technical challenges in relationship to planned upgrades leaving a Gap month in our data for February.
- BRAED Website Highlights – We still have opportunities remaining from our January Report.
 - ❖ Better understand core customer/stakeholder
 - ❖ Better understand the "Customer Value Journey"
 - ❖ Continue to work on the low-cost SEO opportunities – like ensuring all communities have BRAED's logo, with a link to BRAED on their website.

Motion: To accept the Communication update as presented.

Moved: S. Cook

CARRIED

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

a. **February 29, 2020 Statements**

b. **Cash projections to 2019-2020 yearend and June 30, 2020**

- ❖ Total anticipated carry forward to March 31, 2020 is \$54,000
- ❖ Hold off on sending out Community member invoices until we know if we will get funding

Motion: To accept the financial update as presented

Moved: S. Cook

CARRIED

9. **Next Meetings**

a. **Executive – 3pm, March 12, 2020 Forestburg, Alberta**

- ❖ Due to uncertainty in funding our March 12, 2020 executive meeting has been rescheduled to a Teleconference on Wednesday April 8, 2020 at 8am

b. **Board of Directors – 5pm, March 12, 2020 Forestburg, Alberta**

- ❖ The Board of Directors Meeting will be rescheduled to Wednesday April 29, 2020 in Forestburg Alberta at 5pm

10. **Adjournment:**

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


Stan Schulmeister, Secretary


B. Ducherer, Chair

Date: _____

Date: June 30, 2020