



MINUTES

EXECUTIVE COMMITTEE MEETING

Thursday June 25, 2020

Via ZOOM

4:00pm

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

Executive Director: Cathy Goulet

Recording: Cindy Hurum

Economic Development Trade and Tourism: Dawna Allard

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 4:10pm

2. **Approval of Agenda**

Motion: The agenda of June 25, 2020 be approved as presented.

Moved: E. Kusalik

CARRIED

3. **Approval of Minutes from May 15, 2020**

Motion: The Minutes from May 15, 2020 be accepted as presented.

Moved: M. Giebelhaus

CARRIED

4. **Business arising from the Minutes**

5. **Project Updates**

a. **Value-added Agriculture Program Update – August 10th – Dec 31st, 2020**

i. **Request for Proposal –**

Discussion:

- Ed asked about the methodology, Cathy explained it is the outcomes we are looking for.
- Brian likes the questions that BRAED asked and said the project methodology is good

- Patricia really likes it and how it was put together.
- Arnold likes the setup; now is the time to move forward. There is a huge fractionation plant opening in Winnipeg
- Cathy gave Kudo's to the Executive for pushing this project.

Motion: To approve the recommendations put forward and put out the "Request for Proposal"

Moved: P. MacQuarrie

CARRIED

- ii. **Additional Funding** – Cathy told the Board she has some more work to do on the additional funding piece. Arnold has offered to help with this.

6. **New Business**

a. **Proposal to Refresh Lifestyle Fact Sheet**

In 2018 BRAED made the decision to remove itself from the Eastern Alberta Trade Corridor (EATC). An outcome of this decision was that BRAED would not have access to the data repository and programming of the EATC website as it transitioned onto its own platform.

As part of the marketing project funded under the CAREs REDA stream Two Project, BRAED's website was refreshed and each community's profile was updated. At the time, the budget did not extend to also updating the Lifestyle Fact Sheets.

Outlook Market Research has approached BRAED with the offer to update the Lifestyle Fact Sheets at a much-reduced rate. Outlook has completed all website design work for BRAED for the past 10 years approximately. See proposal attached.

BRAED would be responsible for outreach to members and signoff of approval.

DISCUSSION:

Arnold suggested that it would be a good time to update and show fresh content. Ed agreed.

Patricia asked if we had a procurement policy, and Cathy answered that anything under \$5000.00 does not require procurement. Patricia said she was good with it.

Motion: To move forward with Outlook Market Research updating the Lifestyle Fact Sheets

Moved: E. Kusalik

CARRIED

7. **Management Report – Cathy Goulet**

a. **Report to Operational Plan – Cathy Goulet - presented as information**

Motion: To accept the operational plan as presented.

Moved: A. Hanson

CARRIED

b. Communications update – Bobbi Menard – presented as information

Motion: To accept the communication update as presented.

Moved: E. Kusalik

CARRIED

8. Financial Update – Cathy Goulet – provided as information

a. May 31, 2020 Statements

Discussion: Financials look good as presented. As mentioned, cash flow is a crunch with funding being deposited. D. Allard thinks 6-8 weeks. (Interim report needs to be in at the very latest July)

b. Cashflow

Motion: To accept the May 31, 2020 financial update as presented

Moved: S. Schulmeister

CARRIED


9. Next Meeting

- a. BRAED Executive – Thursday July 23, 2020 @ 8am vis Zoom (to review submitted proposals and make a motion on Value Added Agriculture. Brian has requested that we put a ZOOM meeting link on the agenda, so everybody has it)

10. Adjournment:

Chair B. Ducherer adjourned the meeting at 5pm


Stan Schulmeister, Secretary


B. Ducherer, Chair

Date: Dec 10 / 20

Date: _____