



## NOTES

EXECUTIVE COMMITTEE MEETING  
Friday November 19, 2021  
Via ZOOM  
8:00am

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**Executive Committee:** Stan Schulmeister, Arnold Hanson, Patricia MacQuarrie

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

**Content Strategist, Killick Leadership:** Bobbi Menard

**Executive Director:** Cathy Goulet

**Recording:** Cindy Hurum

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**1. Call to Order**

Stan Schulmeister called the Executive Committee Meeting to order at 8:10am  
Reporting as a "NON-QUORUM" Meeting

**2. Approval of Agenda**

**Motion:** The agenda of November 19, 2021, be approved as presented

Moved: P. MacQuarrie

**CARRIED**

**3. Approval of Minutes from October 15, 2021**

**Motion:** The minutes from October 15, 2021, be accepted as presented

Moved: S. Schulmeister

**CARRIED**

**4. Business arising from the Minutes**

**a. Tourism Industry Development - provided as information**

- **Travel Alberta Application**

- BRAED's Executive Director submitted an application to Travel Alberta which is now under discussion with the funder. Travel Alberta is asking for clarification on Return

on Investment from the Santa Trail Project. Their preferred ROI is increased gross sales from participating vendors. Tracking sales and providing data is a problem for businesses.

- How does BRAED solve this piece?
- Could we track sales generated with a coupon program and extend the back end of the program until the end of February to pull the data together?
- D. Allard likes the coupon idea, "its like counting bodies through the door. I really like the idea, stay on it".
- S. Schulmeister: "The County is looking at coupons for staff rather than Christmas Parties, the availability to track if and where the coupons are spent".
- P. MacQuarrie: "There's risk of lack of information to the front-end staff"
- C. Goulet: "Sales numbers is not viable; we will look at reworking the project, automate it so we can track the coupons redeemed"
- S. Schulmeister: "Vendors to look after coupons for PEPS"
- C. Goulet: "Is there someone who wants to take on project management of Santa Trail, tracking the coupons and payout"? We could hire Bobbi's company to do the project and Angus to o the Facebook part of it"
- P. MacQuarrie: "With Bobbi's connection to Killick Leadership, how would she be paid so it doesn't look like there's double dipping"? Is it OK through our procurement bylaws"?
- C. Goulet: "If we get grant approval, we will shift out of Killick and into Santa Trail"

- **Prairies Economic Development**

- This program will focus on developing programs for spring and fall tourism product development. We have initiated conversations with PrairieCan.

**b. Canada Export Community Investments Application (CECI)**

- The application will be submitted by the deadline date of November 19, 2021. We are seeking \$20K to match \$20K from BRAED resources. The Regional Development Branch has been approached to assist in setting off BRAED's contribution. The new website would be more heavily weighted to Investment Attraction as well as a section looking at branding.

**c. RMA and AUMA Convention**

- Further to Executive's direction, BRAED is supporting the REDA booth financially and with staff presence at these events on November 17, 18 and 24<sup>th</sup>
  - C. Goulet attended the AUMA and had conversations with people who don't know about REDAs. S. Schulmeister noted "a lot of urbanites who don't attend, don't know therefore don't see the benefits" and C. Goulet: noted "Some communities value the information and the skills BRAED offers but still want to drop out"

**5. New Business**

**a. Memberships**

**I. Town of Killam and Town of Hardisty**

- The Town of Killam has notified BRAED in writing of its withdrawal from the organization.

- The Town of Hardisty, which had withdrawn earlier this year has notified BRAED that they are appointing a member. We will follow up to invoice for membership

**II. Associate member request – Mark Giebelhaus**

- Mark Giebelhaus, who was unsuccessful in his bid for re-election in the Village of Holden has asked to have his name brought forward to the BRAED Board of Directors to be admitted as an Associate Member. The Articles of Association (2012) state provide the requirements and process.

**6. Project Updates**

**a. Community Engagement Program**

- ❖ Planning is actively underway for three online events
  - **Fall Tourism Operators’ Roundtable**  
The second roundtable is scheduled for Dec 2, 2021. We had to change the date to accommodate the keynote speaker. Registration is slow to date but this is typical. Our registration in the spring was 24 participants.
  - **Facebook for Your Community**  
Through our work with Santa Trail, we have identified that many members use Facebook to promote their community. To be able to partner effectively in the Santa Trail program an increased level of proficiency is needed. An online lunch and learn is being developed to assist their skill development. Currently we have 10 registrants.
  - **Regional Agriculture Roundtable**  
This event is scheduled for December 16, 2021. We are securing speakers to start promotion for this online event. Executive members provided suggestions of potential speakers for staff follow-up. Supply chain impacts of the BC flood catastrophe was suggested as an added topic.

**7. Management Report – Cathy Goulet – presented as information**

**a. Update – In addition to the work highlighted in this agenda package, the following has received attention:**

- **BRAED Bounty Box – Christmas**
  - Due to the demands of other events and the volume of turnover in member representatives we are unable to complete this project.
- **Investor Attraction Promotion**
  - The Economic Developers of Alberta have again offered REDAs a half page profile each and asked for regional story ideas. We are working with the writes to provide contacts and background for the BRAED story.
- **Member municipal organizational meetings**
  - BRAED has received confirmations from members are we are pleased with the return rate

**b. Communications Update – provided as information**

❖ **Website**

- Content has been updated on our website [www.braedalberta.ca](http://www.braedalberta.ca) including the removal of non-members, new content on the landing page and recent KNOTice editions.

❖ **KNOTice Highlights**

- Knotice went out at the beginning of the week, Cindy has compiled the new member emails. We will send out copies and the link to subscribe [Newsletters | \(braedalberta.ca\)](http://Newsletters | (braedalberta.ca))

❖ **Facebook, One Less Trip and Santa Trail**

- We continue to repost and cross promote community events all the while following the original budget conscious plan for the Santa Trail

**Discussion:**

The Executive suggested that work continue towards building regional understanding of the role of social media communications in economic development.

C. Goulet noted, in the interest of transparency, Killick Leadership Group has been asked to consider supporting a member municipality with their Facebook presence. This work is outside BRAED's scope.

*The communications report was accepted as information.*

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

**a. Statements to October 31, 2021**

**b. Variance to Budget**

- ❖ As previously reported BRAED has experienced small variances. At this time, a combination of slightly higher revenue and under expenditures sees the operating income to date at \$6215 higher than anticipated YTD. With plans to reallocate funds in member engagement to website redevelopment, BRAED should anticipate being slightly under budget at year end 2021/22

**9. Next Meetings**

- a. BRAED Executive 8am Friday December 17, 2021 – Location TBD
- b. BRAED Board of Directors, 6pm, Thursday December 9, 2021, Bruce Alberta

**10. Adjournment:** Stan Schulmeister adjourned the meeting at 9:36am

Stan Schulmeister, Executive Member

Arnold Hanson, Secretary / Treasurer

Date: March 7/22

Date: Mar 7, 22