



## MINUTES

### EXECUTIVE COMMITTEE MEETING

Friday January 28, 2022  
8:00am Via ZOOM

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**Executive Committee:** Stan Schulmeister, Arnold Hanson, Eric Nissen, Wayne Button, Laura Yakiwchuk, Blaise Young, Larry Tiedemann

**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 8:00am

**2. Approval of Agenda**

**Motion:** The agenda of January 28, 2022, be approved as presented

Moved: A. Hanson

**CARRIED**

**3. Approval of Minutes from December 17, 2021**

**Motion:** The minutes from December 17, 2021, be accepted as presented

Moved: W. Button

**CARRIED**

**4. Business arising from the Minutes**

**a. Community Engagement Program – member presentations**

- Following on direction from the Executive, member communities have been invited to book a presentation, “All about BRAED” with BRAED’s Executive Director. The online booking portal was sent to all members, with presentation dates and times in February, March, and April. To date, Sedgewick and Holden have booked a presentation, Viking and Edgerton are finalizing.

**b. Tourism Industry Roundtable**

- BRAED previously hosted two Tourism Roundtables. At the December 17, 2021, Executive meeting, the strengths, and weakness were discussed but no direction was recorded for another roundtable. BRAED’s executive director is looking for confirmation to proceed with setting up another event.

**Directive:** BRAED’s Executive Director will see what the province is doing and if BRAED could follow on with them. If they have nothing planned, Executive Director to proceed with setting up an event.

## 5. New Business

### a. BRAED Website Project RFP Approval

- BRAED has been awarded \$20,000 through CECI for developing an investment attraction website with \$20,000 matching from BRAED. Deadline to complete the project is December 31, 2022. The project will be broken out with \$10,000 for the Brand and \$30,000 for Web Content Design.
- BRAED's procurement policy states that contracts over \$10,000 and under \$50,000 require three quotes. Given the relative size of the contract and specific skill set required, it would be helpful to invite proposals. This approach should garner at least three viable proposals

**Motion:** That BRAED release the Request for Proposals – 2022-01 BRAED Website Design and Launch on February 1, 2022, for responses by noon February 18, 2022, and with a maximum award of \$40,000

Moved: L. Tiedemann

**CARRIED**

### b. Women's Economic Recovery Challenge Grant

- The Women's Economic Recovery Challenge Grant is fully funded and does fit into BRAED's efforts on economic recovery in the region.
- A proposal was submitted on behalf of BRAED with the support of the East Central Alberta Regional Innovation Network (ECARIN – Lloydminster) and the Central Alberta Regional Innovation Network (CARIN – Red Deer) An application for \$100,000 nonmatching grant was submitted to fund **BRAED Women in Innovation**. Unsuccessful applicants will know shortly if they have been disqualified.
- If successful, the project will support women entrepreneurs in the region by creating two streams of innovation and entrepreneurship support and a regional network
  - Established entrepreneur stream – evaluate business for growth
  - Emerging entrepreneur stream – women looking at start up
  - And lastly build an online community for women entrepreneurs in the region that would provide information, peer support and celebration

#### **Discussion:**

- Executive members agreed with the concept. A final decision to proceed with the project will follow if the application is successful.

## 6. Project Updates

### a. Santa Trail Pilot Project

The project has hit several stumbling blocks and is significantly underperforming. The program was announced at the December 9, 2021, BRAED Board of Director's meeting. The plan was to target four businesses in five communities. Requests were sent for business contacts within BRAED's member municipalities. Several communities made significant effort to compile a list of

viable businesses but comments we got back did not show a high level of willing participants. We had 9 business agree, however few were willing to provide a discount to support a QR code redemption. BRAED's website did not have the necessary security updates to be recognized as a legitimate site to offer a discount. The primary contractor, under a doctor's direction required a 10-day work departure. As of this report, the contractors have voluntarily extended their contract. Participants are being contacted, and the shift to a Valentines Day promotion with a shift in branding to reflect. BRAED will still report to the grant funder (Tourism Alberta). This pilot project was to help BRAED understand its regional retail/tourism sector and capacity. We will have a robust "lessons learnt" section. It's too bad but, some projects will stumble. The time crunch on this one may have been the issue.

**Discussion:**

- Executive members felt the project was good, but the timing was unfortunate.

**Motion:** To extend the project to February 14, 2022

Moved: W. Button

**CARRIED**

**b. BRAED Agriculture Industry Roundtable**

The Agriculture Roundtable has been rescheduled to Thursday February 3, 2022. As of January 25, 2022, we have 25 participants and five confirmed speakers. Support from our membership has been encouraging with Communities sharing the event on their town and social media pages.

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

**a. Update**

- An invitation has been sent to Minister Schweitzer, Alberta Jobs, Economy, and Innovation for a meeting with REDA Chairs. Minister Horner's new portfolio does include rural economic development, but his new mandate is unclear.
- BRAED's Executive Director commented that BRAED's Executive committee needs to have a face-to-face planning session. Possibly a ½ day at the Viking office in mid February or early March so it can be presented at the March 2022 Board of Directors' meeting. The Executive Director will send out a doodle poll and see where we land on dates and times.
- The town of Hardisty has stated their intention to rejoin BRAED but are looking for an operational plan going forward.

**MOTION:** To accept the Management Report as presented

Moved: W. Button

**CARRIED**

**b. Communications Update:**

- KNOTICE Highlights:
  - The KNOTice is scheduled to go out the last week of January
  - Send an email to executive members with the link to subscribe to the KNOTice

- Facebook, One Less Trip and Santa Trail:
  - Information update and discussion provided under agenda item 6. a
- Twitter Analytical Highlights:
  - Twitter has a new reporting format which is generated by new social media planning software
  - Twitter activity down due to illness by a member of the Killick team

**8. Financial Update – Arnold Hanson (provided as information)**

**a. Statements to November 30, 2021**

**b. Variance to Budget**

- Dollars are underspent on the website. The new contractor is very diligent at keeping it functional as the new website is developed
- The other variance is because BRAED does not budget miscellaneous, meeting revenue or sponsorship revenue
- The executive committee has had previous discussion to reallocate \$10,000 from member engagement to website redevelopment in this fiscal and another \$10,000 in the next fiscal

**MOTION:** To move \$10,000 from member engagement to the project fund for Website redesign

Moved: A. Hanson

**CARRIED**

**Motion:** To accept financial reports as presented and discussed

Moved: E. Nissen

**CARRIED**

**9. Next Meetings**

- a. BRAED Executive 8am Friday J
- b. BRAED Board of Directors, 6pm, Thursday March 24, 2022

**10. Adjournment:** Stan Schulmeister adjourned the meeting at 9:05am

Stan Schulmeister, Chair

Arnold Hanson, Secretary / Treasurer

Date: March 7 / 22

Date: May 7, 22