



MINUTES

BRAED EXECUTIVE COMMITTEE MEETING

Community Futures Office – Viking Alberta

March 7, 2019 – Noon – 3:00PM

Attending:

Executive Committee: Brian Ducherer, Ed Kusalik, Arnold Hanson, Stan Schulmeister, Shelley Cook, Larry Tiedemann

Executive Director: Cathy Goulet

Administration: Cindy Hurum

1. **Call to Order**

Chair, Brian Ducherer called the Executive Committee Meeting to order at 12:15pm

2. **Approval of Agenda**

Motion: The agenda of March 7, 2019 be approved as amended.

Moved: L. Tiedemann

CARRIED

3. **Approval of Minutes**

Motion: The minutes from January 17, 2019 be approved as presented.

Moved: A. Hanson

CARRIED

4. **Business Arising from Minutes**

a. Marketing Project Update

Motion: The marketing project update be accepted as information.

Moved: L. Tiedemann

CARRIED

b. Value-added Agriculture Project Update

i. Plant Protein Alliance of Alberta Tour

- Based on the feedback from PPAA representatives, tour participants and the working group, our outcomes for the tour were achieved.
- Attendance records show about 100 industry and community representatives at one-on-one tours and presentations.
- Personal letters of acknowledgement have been sent out to all supporting BRAED members as well as working group members, Mayors and Reeves who attended a session. BRAED branded toques were given to all working group members and BRAED Executive members.
- With an Executive authorized expenditure of up to \$6000 to be drawn from the Member Relations Budget, the final estimated costs came in well under the \$6000 at \$3970.14
- The BRAED Chair and Executive Director met with PPAA representatives to debrief the tour. A suggested follow-up action plan was developed. This plan was tested with the working group at the debrief conference call on February 20, 2019 and met with general approval.
- These are presented as recommendations:
 - A regional event of seed cleaning plants – to learn about opportunities for processing and consumer ready products.
 - Working Group to visit other seed cleaning plants, possibly St. Paul and Westlock.
 - Continue with the Working Group.

Motion: That BRAED lead the delivery of a regional seed cleaning plant event and a tour of interested economic development staff to seed cleaning facilities in other regions in spring of 2019.

Moved: S. Schulmeister

CARRIED

ii. Plant Protein Alliance of Alberta Membership

- PPAA provides an important voice to industry and government about emerging opportunities in value-added agriculture. PPAA also provides linkages to the Protein Industries Canada cluster and international development agencies specific to the sector. The membership fee is within BRAED's budget.

Motion: That the Battle River Alliance for Economic Development purchase a "B" Class Membership in the Plant Protein Alliance of Alberta at a cost of \$550 annually.

Moved: S. Cook

CARRIED

Directive: Executive Director to follow up for pricing in Saskatoon / Calgary for the PPAA Conference in June 2019.

iii. Value Added Agriculture Project - ICCI Funding

- As a follow on to the work BRAED completed in 2017 and 2018, funding has been approved for the next phase – Lead Generation. This project will include development of business visitation packages and fact sheets, and continuing to lead generation, investor meetings and follow up. The project budget is \$69,000, ICCI funding 50%. BRAED has not committed a budget to this project but has expressed an intent to complete the project and signed the funding agreement. BRAED can raise partner funding for this project within the funding agreement. Grant funding is retroactive. This project is to be completed by December 2019.
- Executive to gather a list of companies who might be interested in joining the working group.

Motion: Executive of BRAED will invite BRAED members and Industry for Phase 4.

Moved: E. Kusalik

CARRIED

Motion: BRAED will develop an RFP for phase 4 of Value-Added Agriculture.

Moved: A. Hanson

CARRIED

iv: Value Added Agriculture Project – CARES Funding

- As a follow on to the work completed by BRAED in 2017 and 2018, funding has been approved for the work into 2020 under the project title “Listening and Learning”. CARES funding has been received for \$56,000 which will be matched by funding of \$56,000 from the City of Camrose and BRAED. Camrose has committed \$30,000; however, this was based on a \$60,000 “ask” from CAREs. CAREs funding is received “up front”.
Given the current interest in the Plan Protein generated from the recent tour, there may be significant interest in partnering on this initiative. It does however, appear that CAREs grant requirements are more restrictive.
The project has been proposed and developed by Outlook Market Research. While this firm has been successfully involved in the project to date, the Executive should decide with regards to sole sourcing this project or going with an RFP. BRAED’s current policies require an RFP process for contracts exceeding \$50,000

Motion: Executive will require an RFP for the Listening and Learning Project.

Moved: S. Schulmeister

CARRIED

Directive: C. Goulet will update policy 03.01.06 to add Executive Approval for Rff's over \$50,000.

c. Broadband Project – presented as information

- Craig Dobson is drafting the one-page briefings and will have those ready to distribute by March 11th
- BRAED has asked for feedback by mid-March for final edits to the concept papers.
 - Next steps on sub-regional broadband will be determined by each group.
 - The MD of Wainwright did not participate in the partner meeting on February 21st. The Executive Director will follow up to determine their interest.
 - The results will be shared between BRAED and CAEP.
 - The project will be complete by March 15, 2019.

Directive: Executive director to draft and send letters to Ministers (Provincial / Federal), the Premier, AUMA, RMA, FCM. Copy all members and REDA's

d. Shared Space

- In June 2018 BRAED entered a contract with the CF East Central to share office space and administrative services. It was the intent that BRAED's Executive Director would set up meeting rooms and take minutes for BRAED member meetings after hours and outside normal office hours. This arrangement has not been effective or efficient. CF East Central was asked to consider an addendum to the services agreement to include an hourly rate for administrative support off site. CF East Central proposed hourly administrative support at \$40/hr for offsite meetings with mileage to be paid at the National Joint Council rate. This additional administrative support will cost \$400 quarterly or \$1200 annually.

Motion: That the Battle River Alliance for Economic Development agrees to the revised Financial Commitment presented by CF East Central Alberta Dated March 7, 2019.

Moved: S. Cook

CARRIED

5. New Business

a. Proposed changes to Executive Member Remuneration Policy

- The Board, at it's December 2018 meeting has asked BRAED's Executive to bring back a recommendation to its April 2019 meeting. This would allow for a

Notice of Motion if the members determine if an amendment to the Articles of Association is required.

- Article 32 – A Director shall not be paid any compensation by the Association for his/her services as a Director. The Board, may be ordinary resolution, reimburse a Director for some or all reasonable out-of-pocket expenses necessarily incurred by the Director in the performance of any services requested by the board.

- It's not practice for other REDAs in the province to remunerate directors

- Some, but not all, municipally appointed Boards do provide remuneration.

Motion: As discussed by the executive, we will leave it as is for now and bring it to the Board of Directors meeting in Daysland on April 11th for further discussion. Article 32 has been reviewed.

Moved: A. Hanson

CARRIED

b. Operational Plan 2019 – 2020

- table to Web X meeting April 1, 2019 at 7:00am

c. Recruitment of Executive Member – Economic Development Officer designated

- The EDO designated position on the BRAED Executive is vacant. BRAED's Policy Election of Executive Committee 02 04 01 a three-member committee of the Executive shall be convened one month in advance of a Board meeting to solicit nominations to a vacant position. At the December 12, 2018 meeting, Directors asked that, with the notice of call for nominations, a description of the role and required qualifications be distributed.

Motion: That the Battle River Alliance for Economic Development appoints Brian Ducherer, Arnold Hanson and Larry Tiedemann to form a nominating committee for the purpose of presenting a slate of candidates for the position of Executive Member – Economic Development Officer Designate to the meeting of the Board of Directors on April 11, 2019.

Moved: S. Cook

CARRIED

Motion: That the Battle River Alliance for Economic Development Executive approves for distribution the Notice of Election for the position of Executive Member – Economic Development Officer Designate to be distributed via email to BRAED members no later than March 10, 2019.

Moved: L. Tiedemann

CARRIED

Motion: That the Battle River Alliance for Economic Development Executive approves for distribution the position description for Executive Member – Economic Development Officer Designate dated March 7, 2019 to be distributed via email to BRAED members no later than March 10, 2019,

Moved: S. Schulmeister

CARRIED

Motion: That policies and procedures 02 04 01 be revised

Moved: L. Tiedemann

CARRIED

d. Associate Member Definition Review

- The Board of Directors of BRAED have requested that the Executive review the definition of "Associate Member". This is intended to provide a basis for recruiting new members to the organization. The Policies and Procedures document does not refer to any class of member other than:

Section 5: A Board member shall be defined as the representative of a Member Organization.

Motion: That the Battle River Alliance for Economic Development Executive prepares a Notice of Motion to modify Section 5 of the Articles of Association dated June 2012 to reflect the addition of a new member class – Associate Member.

Tabled and deferred to next executive meeting.

e. Proposed Agenda for Board of Directors Meeting April 11, 2019 – Daysland AB

Provided as information

- Are we offering value to the members at Board of Director Meetings. Content and BRAED activities
- Keynote speakers

f. Executive Director Update

Some things to focus on:

- BRAED has a twitter account @BRAEDAlberta
- Media Support – Increasing traffic on website and twitter
- Increasing BRAED's profile regionally and provincially.

6. Financial Report

a. Year to date

Motion: That the financial statements of the Battle River Alliance for Economic Development dated February 28, 2019 be accepted as present.

Moved: L. Tiedemann

CARRIED

Motion: That BRAED transfer \$30,975 from the Pay as You Go account to the Community Spirit account to pay the Taylor Warwick Contract.

Moved: S. Schulmeister

CARRIED

b. Cash Flow 2018 – 19 Operational Year - discussion

7. Correspondence

a. Letter to Minister Bilous – provided as information

b. Camrose Chamber - BRAED has become a member

c. Wainwright Chamber – Request for Membership

Motion: That BRAED also become a member of the Wainwright Chamber

Moved: L. Tiedemann

CARRIED

8. Next Meeting

a. Scheduling discussion


- 3:30pm in Daysland for Executive Meeting with Board of Directors Meeting with supper to follow

9. Adjournment

Chair Brian Ducherer adjourned the meeting at 3:05pm



Stan Schulmeister, Secretary



B. Ducherer, Chair