



## MINUTES

BRAED EXECUTIVE COMMITTEE MEETING  
Town of Wainwright Offices  
1018 2<sup>nd</sup> Avenue, Wainwright AB  
2 – 4PM September 13, 2018

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**Executive Committee Meeting of the Battle River Alliance for Economic Development (BRAED) was held in Wainwright Town Office on September 13<sup>th</sup>, 2018 from 2:00 – 4:00pm**

**Executive Committee:** Ed Kusalik – Town of Daysland, Arnold Hanson, Shelley Cook – Town of Coronation, Larry Tiedemann – Town of Tofield

Brian Ducherer – Town of Ryley arrived at 2:20PM

Regrets: Vic Goodman – City of Camrose, Stan Schulmeister – Paintearth County

**Executive Director:** Cathy Goulet

**Recording:** Carley Herbert

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1. **Call to Order**

Chair, Ed Kusalik called the Executive Committee Meeting to order at 2:04 p.m.

2. **Approval of Agenda**

**Motion:** The agenda of September 13<sup>th</sup> be approved with additions.  
Moved: L. Tiedemann

**CARRIED**

Additions to the agenda:

- i. 8a Correspondence – Lakeland College – Commercial Agriculture Technology Centre – Request for letter of support
- ii. 5c Value Added Ag Project – ICCI Application Concept
- iii. 4f Update Broadband Project

3. **Approval of Minutes**

**Motion:** The minutes from August 15<sup>th</sup> be approved as read.  
Moved: A. Hanson

**CARRIED**

4. **Business Arising from Minutes**

**a. Management Action Plan to September 30, 2018 Update**

**Motion:** To accept the management action plan update as information.

Moved: A. Hanson

**CARRIED**

**b. Marketing Project – Update from Outlook Market Research**

- Executive gives direction to proceed with development of community profiles.

**Motion:** To accept the Update from Outlook Market Research as information.

Moved: L. Tiedemann

**CARRIED**

**c. BRAED Logo Approval**

**Motion:** The Battle River Alliance for Economic Development adopts the logo design 1B (V1) with the font and color of 4 (V2) as presented by Outlook Market Research.

Moved: A. Hanson

**CARRIED**

**d. Value -Added Agriculture Project Update**

PEPS, Flagstaff County, Camrose County and City of Camrose have agreed to be involved. Beaver County may not be involved. If Beaver County does not participate, BRAED will pay that portion of approximately \$1600.00.

**Motion:** BRAED will enter into an agreement with the City of Camrose to jointly share in the findings and outcomes of their respective Value-added Investment Attraction Projects to be delivered by December 31, 2018.

Moved: A. Hanson

**CARRIED**

**Motion:** A. Hanson and C. Goulet will attend Farm Fair International in Edmonton in November 2018 and that BRAED pay for mileage, meals and accommodations, in the event of bad weather.

Moved: S. Cook

**CARRIED**

**e. CARES Stream One – Concept for expenditure of unallocated funds**

**Motion:** That BRAED accepts the concept for the Business Retention and Attraction Regional Network Best Practices Report to be valued at \$20,000.00 *and* directs the Chairperson and Treasurer to approve the awarding of the contract to complete the Business Retention and Attraction Regional Network Best Practices Report based on an invitation to respond to Expressions of Interest of no fewer than three qualified companies.

Moved: S. Cook

**CARRIED**

**f. Broadband Project Update**

- Awaiting revised proposal from Craig Dobson.

**Action:** Once received, C. Goulet will send out to the Executive. Project deadline is due December 31<sup>st</sup>, 2018

Camrose County and Beaver County not interested in participating into the future.

**5. New Business**

**a. One Less Trip – Christmas Promotion**

- accept as information

**b. Regional Business Event**

**Motion:** To have the BRAED Executive Director to deliver a regional event for retailers in support of the One Less Trip initiative to be completed in November 2018.

Moved: A. Hanson

**CARRIED**

**Action:** C. Goulet to proceed with coordinating this event in November for the budgeted amount of \$5000.00 to tie in with Christmas and retail shopping promotion.

**c. Value Added Ag Project – ICCI Application Concept**

Reviewed draft proposal. C. Goulet will bring a more formalized proposal to Executive at October meeting for decisions. ICCI requires 50% contribution, therefore BRAED or partners would need to supply the other 50%. Deadline for ICCI is October 31<sup>st</sup>, 2018. Comments include ensuring that the ICCI proposal is regional and includes the entire region. Paterson Grain, P & H and Cargill are potential companies to include in this project.

**Action:** Executive gives C. Goulet direction to proceed.

**6. Financial Report**

**a. Financials – Year to Date**

**Motion:** That BRAED write off \$15.65 from Petty Cash and bring Petty Cash Balance back to \$200.00.

Moved: B. Ducherer

**CARRIED**

**Motion:** That BRAED write down the outstanding amount payable of \$-1162.94 and transfer the balance against the EATC membership fees for 2018 – 2019.

Moved: L. Tiedemann

**CARRIED**

**Motion:** That BRAED Financial Statements dated August 31, 2018 be accepted as presented.

Moved: S. Cook

**CARRIED**

**b. Cash Flow 2018 – 19 Operational Year**

- Provided for information

**7. Operational plan update**

- Provided for information

**8. Correspondence**

- Lakeland College – Commercial Agriculture Technology Centre – Request for letter of support.

**Motion:** That BRAED provide a letter of support the Lakeland College – Commercial Agriculture Technology Centre to the TAC Selection Committee (National Sciences and Engineering Research Council of Canada).

Moved: A. Hanson

**CARRIED**

**9. Next Meeting**

- Board of Directors Meeting – Tuesday October 9<sup>th</sup>, 2018, Viking Office at 10:00am.

**10. Adjournment**

E. Kusalik adjourned the meeting at 3:35pm

Approved October 17, 2018