



## MINUTES

EXECUTIVE COMMITTEE MEETING  
Viking Office  
10:00am, November 21, 2019

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**Executive Committee:** Shelley Cook, Stan Schulmeister, Arnold Hanson, Ed Kusalik, Larry Tiedemann, Mark Giebelhaus

**Regrets:** Brian Ducherer

**Executive Director:** Cathy Goulet

**Recording:** Cindy Hurum

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1. **Call to Order**

Vice Chair Ed Kusalik called the Executive Committee Meeting to order at 10:01am.

2. **Approval of Agenda**

**Motion:** The agenda of October 10, 2019 be approved as amended.

Amendment is to add:

**6 d.** Watershed Ambassador Update

**6 e.** Fractionation 101

Moved: A. Hanson

**CARRIED**

3. **Approval of Minutes from October 10, 2019**

**Motion:** The Minutes from September 12, 2019 be accepted as presented.

Moved: L. Tiedemann

**CARRIED**

4. **Business arising from the Minutes**

a. **2019 ICCI Funding Application** - Completed and submitted

b. **Regional energy sector roundtable** - Scheduled for January in Hardisty

c. **Guest Speaker for 2020 AGM** – Roger Epp is confirmed

**d. Associate Member Recommendation draft**

Recommendations – clean up wording of the policy,  
*Proposed revisions to Policies and Procedures*

**Policy**

A Board Member is defined as:

1. A representative designated by a member community as defined in Article 5.1.b.i. of the Articles of Association
2. A Board member is accepted by the Membership pursuant to Article 5.1.b.ii

**Policy NEW**

A policy which requires that Membership dues be reviewed at the Annual General Meeting held in June each year.

**Membership dues for Associate members – resolution of Membership for non-municipal members.**

Associate members, as accepted by 2/3 of the BRAED membership shall anticipate membership fees as follows:

- |  |                              |
|--|------------------------------|
| a. Unaffiliated Individual member            | Annual Fee \$100 full member |
| b. A non-profit organization                 | Annual Fee \$250             |
| c. A business entity with under 25 employees | Annual Fee \$250             |
| d. A business entity with 26 - 50 employees  | Annual Fee \$500             |
| e. A business entity with over 50 employees  | Annual Fee \$1000            |

**Directive:** The Executive Director to clean up policy and procedures and bring forward for adoption at December 12, 2019 Executive meeting.

**Directive:** The Executive Director to prepare a resolution of Associate Members.

**Motion:** To bring the resolution of Associate Members to board members at the December 12, 2019 Board of Directors meeting in Killam.

**Moved:** A. Hanson **CARRIED**

**5. Project Updates**

**a. Value-added Agriculture Program**

- i. Value-added Agriculture Cluster Development
  - The project update as of November 15, 2019, saw the team following up on leads generated through the contacts developed by Bob Burden during his trip to Europe. It was learned that potential investors are less interested in general marketing material and want hard financial and infrastructure details that can be used for scoping out new ventures in the value-added agriculture space. The team considered both the applicability and availability of data for two types of potential venture: a pulse processing facility or a greenhouse. Upon further investigation, it was decided that a greenhouse project would be more instructive as part of the final deliverable project. After some discussion, members of the executive

committee were concerned about the switch to a Greenhouse from what was initially asked. There was also concern that the Greenhouse market could be saturated.

**Directive:** The Executive Director will go back to Serecon and redirect to pulse processing

- ii. Value-added Agriculture Lead Generation – presented as information
- iii. Seed Cleaning Plant Roundtable – will be held Friday November 29, 2019 at the Flagstaff County office in Sedgewick from 11-3pm. We have 18 registered to attend.

**b. One Less Trip Retail Promotion**

- Project outline was to include 4 workshops and promotion of Christmas markets and retailers through a program called the Santa Trail. Due to poor initial numbers, it was decided to cancel the workshops a week out. There was one cost that we could not avoid due to cancellation. It was for the South Africa House in Wainwright deposit of \$210. Instead, we launched the Santa Trail on the November 16<sup>th</sup> and 17<sup>th</sup> weekend tying in Christmas markets in Holden and Daysland along with some retailers in Tofield and Camrose. Santa Trail #1 was promoted via email to over 20 people, including economic development people, tourism people and retailers and restaurant owners. Santa Trail #1 was shared on the BRAED website, Go East of Edmonton website and the One Less Trip Facebook page. Gridstone boosted the OLT Facebook post and we had 6484 people see the post with 488 engagements. Since then we have released Santa Trail #2 on the November 23<sup>rd</sup> and 24<sup>th</sup> weekend, and Santa Trail #3 will be out on Monday November 25<sup>th</sup>. Additionally, Gridstone will have two videos targeted for early December release. Video Topic 1 = Storytelling and Social Media (20 – 30 minutes long) and Video Topic 2 – Selling at Tradeshows (20 – 30 minutes long).
- BRAED Executive likes how it was pushed out after the initial workshops didn't get the attention we were hoping for.

**6. Management Report – Cathy Goulet**

**a. REDA Initiative Renewal**

- i. Discussion and update
  - From RMA – managers and chairs should expect some notification before Christmas. It's a challenging environment, let's take a wait and see approach but still advocate for ourselves.

**Directive:** The Executive Director will have a conversation with Kevin from Go East of Edmonton

**Motion:** Tourism Exploration Program – BRAED commits \$10,000 to the Tourism Exploration Program to apply for CARE's Grant by December 2, 2019

**Moved:** L. Tiedemann **CARRIED**

- ii. Go forward on BRAED continuation – presented as information
  - 1. Potential models

**b. Communications Update** - presented as information

- it was noted that we need to update our landing page on our website

**c. Meeting with Town of Tofield**

- Request for annual review of Executive Member Remuneration at AGM
  - The Town of Tofield interpreted the policy that this is “part of the municipality’s contribution to the Alliance.” And therefore, were not required to pay their membership amount. It was agreed that Executive Member Remuneration would be reviewed every year at the AGM.

**d. Watershed Ambassador Update** – see attached article

**e. Fractionation 101 With PPAA in Red Deer**

Cory Keith with the Ag Food Council of Alberta presented funding models for fractionation facilities.

Alan Hall with PPAA would like to deliver a workshop on Fractionation 101 in the BRAED Region

**Directive:** The Executive will look at setting up a workshop for February 20, 2020 at the Killam Hall. Budget -

**7. Financial update – Cathy Goulet – presented as information**

**Motion:** To accept the Financial update as presented.

**Moved:** L. Tiedemann

**CARRIED**

**8. Next Meeting**

- December 12, 2019, 2– 4pm. Princess Theatre, Killam
- Board of Directors Meeting 5-8pm, Princess Theatre, Killam (draft agenda)
  - Election of Executive Members

**9. Adjournment**

Vice Chair Ed Kusalik adjourned the meeting at 11:45am

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Stan Schulmeister, Secretary



B. Ducherer, Chair

Date: Dec 12, 2019

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## Watershed energy ambassador on Finding Common Ground 2.0 tour

Pat Reiter  
BRWA Energy Ambassador

Recently, I had the pleasure of joining 34 other volunteer Energy Ambassadors for the Battle River Watershed 'Finding Common Ground 2.0' two day tour.

Visiting eight sites in the watershed, the tour included industrial, government, business, and homeowner efforts.

Nineteen guides and speakers, plus eight student EcoVision Ambassadors presented informative and thought-provoking discussions about energy production and efficiency, emission and footprint reduction.

At the Paintearth Coal Mine, we learned the coal mining for power production, started in 1956, will soon complete the phase out.

Reclamation of the 6,226 hectare footprint will be completed with pea and willow planting, and biooil amendments.

The coal is being replaced by a 10-inch natural gas line for the ATCO Power plant near Forestburg.

We trooped up 113 steps to the fifth story to see the massive former coal-burning boilers converted to natural gas. This will reduce carbon dioxide emissions by

two-thirds.

Travelling to Halkirk, we entered an actual wind turbine tower at the Capital Power site.

The 83 wind turbines, each 80 metres tall with 44 metre blades, generate enough power to support 50,000 homes (same amount as the ATCO generating station).

The 25,000 acre footprint is simultaneously used for agriculture.

A passive solar geodesic dome greenhouse with aquaponics was the highlight of the presentation by the eight student EcoVision Ambassadors, at the Lacombe Composite High School.

As part of the environmental teachings of the curriculum and extra-curricular clubs, students grow food in the greenhouse, outdoor raised beds, and an indoor food tower.

The Louis Bull Solar Initiative, located at Maskwacis, provides alternative energy with solar installations on public buildings: the adult training centre, fire hall/security centre, Head Start children's project, Maskwacis Health Services, with plans for the transfer station, daycare centre, and more.

Solar energy has saved money and maintenance

costs for the community.

It has provided career development and jobs for community members and cultural integration.

The Louis Bull Renewable School, with a full solar array and solar heating, is the next project.

Other projects being investigated are hydroelectric from the Battle River, geothermal from existing oil and gas wells, and producing ethanol from hemp.

The Nadon straw bale home in Camrose County optimizes residential energy efficiency. Site orientation, straw bale wall construction, salvaged materials, energy efficient windows, appliances, lighting, and infloor heating and entry air locks all contribute to an inviting, cozy family home.

More Battle River Watershed information and photos from the tour are available at [www.Battle](http://www.BattleRiverWatershed.ca)

[RiverWatershed.ca](http://RiverWatershed.ca) or email: [nathalie@battleriverwatershed.ca](mailto:nathalie@battleriverwatershed.ca)

I've come to the following conclusion after the 2019 Common Ground 2.0:

"We all use energy. We are all part of the solution. We all have a part to play. We will all benefit from finding solutions together. We all share this watershed, this province this planet."

Our conclusion might agree with Aldo Leopold dean of ecological thinking, in 1938.

"We end, I think, a what might be called the standard paradox of the 20th century, our tools are better than we are, and grow faster than we do.

"They suffice to crack the atom, to command the tides.

"But they do not suffice for the oldest task in human history: to live on a piece of land without spoiling it."