



MINUTES

EXECUTIVE COMMITTEE MEETING
Viking Office
Noon, Oct 10, 2019

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

Regrets: Stan Schulmeister, Mark Giebelhaus

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 1:10pm.

2. **Approval of Agenda**

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

Amendment is to add:

5 d. Associate Member

5 e. ACSRC Advisory Committee

5 f. ACSRC Committee

5 g. Hardisty Tour

Moved: A. Hanson

CARRIED

3. **Approval of Minutes from May 31, 2019.**

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

Moved: L. Tiedemann

CARRIED

4. **Project Updates**

a. Value-added Agriculture – Presented as Information

i. Value-added Agriculture Cluster Development

CARES Funding, collaboration with the City of Camrose. On schedule, finishes on December 31, 2019 with reports in January 2020.

ii. Value-added Agriculture Lead Generation

ICCI Funding 50% and secured Partner funding of \$20,700 from County of Paintearth, MD of Wainwright, Flagstaff County and Camrose County. On schedule, finishes on December 31, 2019 with reports in January 2020.

b. One Less Trip Retail Promotion – Presented as Information

CARES REDA Stream Two Grant with work to be completed by December 31, 2019.

This BRAED program is a three-prong program that includes four workshops, set up of a Santa Trail and promotion. The overall purpose of this program is to help businesses in the BRAED region develop excitement for their products over the Christmas season. It translates the One Less Tip Initiative message in a “Visit these retailers and makers for a unique gift” message.

WORKSHOPS - have been set up as follows:

- Nov 4th PM – Wainwright – Selling & Tradeshow - Sales tactics for retailers at Christmastime
- Nov 5th AM – Wainwright – Storytelling with Social Media – Helping people find the perfect gift
- Nov 5th PM – Camrose – Selling & Tradeshow – Sales tactics for retailers at Christmastime
- Nov 6th AM – Camrose – Storytelling with Social Media – Helping people find the perfect gift

PARTNERSHIP POTENTIAL – Kevin Kiselevich from Go East and Kerri from Flagstaff Crafted along with other organizations have been approached. In the next week, we will confirm the “Trail” details including the Christmas Markets in 8-9 locations.

Given its high volume of traffic and audience, we are looking at the cost of having the Santa Trail hosted on the Go East of Edmonton website as well as the BRAED website. We are currently waiting on a quote for this. Depending on the final cost, GridStone as a subcontractor to BRAED will likely absorb the cost.

PROMOTION – There are two promotional programs

- Round 1 – Promote the workshops via Christmas markets, Flagstaff Crafted, Go East, Chambers of Commerce, Economic Development Officers, Local Newspapers, Local Radio Stations, websites and social media. Chamber of Commerce sign in Camrose. Promotion will start next week and run until November 4th.
- Round 2 – Promote the Santa Trail via Go East of Edmonton website, BRAED website and social media as well as the full list above as well as Edmonton media (perhaps Global through Kevin at Go East) and Red Deer Media.
- Promotion will start the week of October 21. Details still being confirmed. Santa Trail Message still being refined – “Go East for Christmas this year! Find the perfect gift. Each post will feature some unique gifts and experiences.

5. Management Report – Cathy Goulet

a. 2019 ICCI Funding Application

Value added agriculture: ICCI Grant Application. We are working towards submitting a proposal to continue the current work underway and as framed in the three-year program in 2018. There will be some adjustments due to uncertainty around CAREs funding. ICCI – we don't have to commit partnership 50/50 split until after approved.

Motion: Executive directs staff to develop a proposal for \$50,000 Canada Exports Community Initiatives program with matching grants to be raised from partners upon approval of the grant.

Moved: L. Tiedemann

CARRIED

b. REDA Initiative Renewal – Presented as information

c. Marketing Update

- Request BRAED Region Communities to have the BRAED logo and Website on their landing page

Motion: To approve the managers report as presented.

Moved: A Hanson

CARRIED

d. Associate Members

- While attending a meeting in Hardisty, Arnold Hanson met with Economic Development Group, they'd be interested in attending a BRAED meeting and were asking about Associate Membership.

Directive: The executive director to prepare a recommendation that BRAED have Associate Members

- Energy Sector: Arnold Hanson attended a meeting in Hardisty on September 27, 2019 that was an update of the energy sector in the region. Arnold's recommendation is that BRAED move forward to host a region wide roundtable in January 2020.

Motion: Executive directs staff to develop a regional energy sector roundtable to happen in January 2020.

Moved: E. Kusalik

CARRIED

e. ACSRC Advisory Committee (Alberta Centre for Sustainable Rural Communities) – Presented as Information

- A. Hanson attended a meeting in Camrose where the discussion was whether it's worthwhile to keep this in Augustana? The feeling was that they are wanting to downsize. Representing BRAED A. Hanson said we need this not only for the bigger communities but also for rural Alberta.

f. ACSRC Committee

- A. Hanson noted there was a commitment to go to sustainability

- Ag Societies of Alberta at the River Cree in January (Tim Carson)
- It's important that we show MLA's we are looking at education groups and others to partner with
- ACSRC involved in a lot of programs, youth retention, programs for seniors, water supply

Directive: The executive director will look into booking Roger Epp for next June's Annual General Meeting.

g. Hardisty Tour and Roundtable

- The companies shown on the Aerial Map of the Hardisty Tank Farm are producing 1.5 million bbls. per day
- The CP line hauls 100 car lines out
- TC Energy and Midstream both have job openings as does the local cement contractor
- The Hardisty Tank Farm Tour is informative and worth the time

6. Correspondence – Provided by Ed Kusalik

- Ed received information from Nathalie Stanley-Olsen of the Battle River Watershed Alliance regarding the Energy Ambassador Tour- Finding Common Ground 2.0 - scheduled for Oct 23 – 24.

Participants will gain firsthand experience in energy production, distribution, and efficient use. The Tour will visit multiple energy production sites and to hear from guest experts. Topics will include renewable and conventional energy production and distribution; technological innovations and advances in efficiencies; local impacts of energy on our social, economic, and environmental resilience; and how to increase energy efficiency in your home, workplace, and community.

The second day will be much like the first; exploring and discussing our energy systems, as well as gaining experience in sharing your thoughts and ideas about the project and topics with others.

Ed Kusalik will attend.

7. Next Meeting

November 14, 2019 Noon – 3pm at the Viking Office with lunch

8. Adjournment

Chair Brian Ducherer adjourned the meeting at 3:05pm



Stan Schulmeister, Secretary



B. Ducherer, Chair

Date: Nov 21, 19

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