



MINUTES

EXECUTIVE COMMITTEE MEETING
ons Rec Centre, 5018 Windsor Ave., Coronation AB
1:00 pm, September 12, 2019

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

Executive Director: Cathy Goulet

Administration: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 1:30pm.

2. **Approval of Agenda**

Motion: The agenda of September 12, 2019 be approved as amended.

Moved: S. Schulmeister

CARRIED

3. **Approval of Minutes from June 13, 2019.**

Motion: The Minutes from June 13th 2019 be accepted as presented,

Moved: A. Hanson

CARRIED

4. **Project Updates**

a. Value-added Agriculture Program – Presented as Information

i. Value-added Agriculture Cluster Development – Funding has been approved for 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 and BRAED has committed to fund this project up to \$30,000 from reserves and 2019-20 operating revenues.

ii. Value-added Agriculture Lead Generation Project – Funding has been approved for the next phase – Lead Generation. This 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 with ICCI funding 50%. To date BRAED has secured \$20,700 in partner funding from the County of Paintearth, MD of Wainwright,

Flagstaff County and Camrose County. This project is to be completed by December 31, 2019.

iii. One Less Trip Retail Promotion – This project is funded through the CARES REDA Stream Two Grant and work is to be completed by December 31, 2019. The project was awarded to Gridstone Marketing in June, 2019.

The second phase of the One Less Trip initiative will:

- ~ Plan and implement a series of regional OLT events
- ~ Support existing shop local promotions and events
- ~ Business development training for BRAED businesses

b. Regional Network Project

Deferred until we can have Lars Hallstom in attendance.

c. Broadband in County of Flagstaff and Viking

Ed attended FIP meeting, no clear-cut decision if FIP will continue. Flagstaff County committed \$44,000 to Broadband phase 1 and 2. Sedgewick, Killam & Forestburg on board to commit. Heisler, Hardisty, Alliance and Daysland not on board to commit. Residents more concerned about infrastructure than Broadband. Possibly consider what Viking did, run a line from the Super net line to town office. As long as there's direct line of sight, billing added to monthly water bill.

5. Management Report

a. REDA Initiative Renewal – Presented as information

Funding up in the air due to Government cuts.

b. Marketing Update – presented as information

6. Financials – Year to date

Motion: To accept financials as reported

Moved: S Schulmeister

CARRIED

7. Next Meeting

a. Executive Meeting –

Executive Meeting will be held October 10, 2019 starting at noon with lunch.

8. Adjournment

Chair Brian Ducherer adjourned the meeting at 3:15pm



Stan Schulmeister, Secretary



B. Ducherer, Chair

Date: Oct 10, 2019

Date: Oct 12, 2019