

Annual General Meeting

6pm Thursday, June 25, 2020

VIA Zoom

AGENDA

1. Call to Order - Brian Ducherer, Chair
 - a. Welcome and Opening Remarks
 2. Approval of Agenda
 3. Approval of Minutes from Annual General Meeting, June 13, 2019
 4. Guest Speaker

Dr. Roger Epp, University of Alberta
“Rural Alberta – Where to Now?”
 5. Presentation of 2019/20 BRAED Annual Activity Report - Cathy Goulet, Executive Director
 - a. BRAED Communications Report - Bobbi Menard, Communications Strategist
 6. Presentation of 2019/20 BRAED Financial Report – Michael Wetsch, Grant Thornton LLP
 7. Appointment of Accounting Firm
 - a. Motion to appoint Grant Thornton LLP as the BRAED accounting firm for 2020/21.
 8. Regional Round Table – Members
 9. Adjournment
-



Annual General Meeting, June 25, 2020

1.a. Chair's Opening Remarks

It has been my pleasure to serve as Chair of the Battle River Alliance for Economic Development for Operational Year 2019-20. This past year was one of solid accomplishment, both in industry development work completed and relationships fostered.

The Santa Trail project highlighted the many events and attractions available in the region and provided BRAED with the opportunity to strengthen its working partnership with GoEast of Edmonton. We also leveraged this project to increase BRAED's presence on social and traditional media channels.

The two value-added agriculture projects, Cluster Development and Investment Attraction, attracted much positive notice from external and internal partners. These two connected efforts positioned the region and the municipal members of BRAED for growth in this key industry.

Throughout the year, BRAED worked hard to keep our website, the KNOTice and the other communications current and relevant. At yearend we have a stronger presence which helps us serve our members more effectively.

And finally, after many months of work, I am happy to report that BRAED has secured a three-year operational grant with the Government of Alberta to continue our important work. While the total amount of funding is reduced, having a certain future will help us plan.

This has been another productive year. I want to thank BRAED's Executive Committee members and our management team for their support and hard work. I am looking forward to structuring this regional collaboration for continued success.

Brian Ducherer, Chair

Minutes

BRAED - Annual General Meeting

June 13, 2019 Camrose Regional Exhibition – Elliott Room



The Annual General Meeting for the Battle River Alliance for Economic Development (BRAED) was held at the Camrose Regional Exhibition, Elliott Room, Camrose Alberta.

Communities:

- Beaver County: Barry Bruce, Gene Hrabec, Kevin Smook
- Beaver Municipal Solutions: Anne Ruzicka
- Bittern Lake: Angela Lorente
- Castor: Christopher Robblee
- Camrose: Bryan Beattie (Blaze Plastics)
- City of Camrose: Patricia MacQuarrie
- Coronation: Shelley Cook
- County of Camrose: Doug Lyseng
- Daysland: Edward Kusalik
- Edgerton: Wendy Belik
- Flagstaff County: Jenalee Waring
- Forestburg: Bob Coutts
- Hardisty: Doug Irving
- Holden: Mark Giebelhaus
- Irma: Joan Green
- Killam: Ben Kellert
- M.D. of Wainwright: Phil Valleau
- Paintearth County: Stan Schulmeister
- Ryley: Brian Ducherer
- Sedgewick: Bud James – James Insurance Group
- Sedgewick: Perry Robinson
- Tofield: Larry Tiedemann
- Viking: Doug Lefsrud, Debbie O’Toole Balaban
- Wainwright: Ed Chow
- Member at large: Arnold Hanson
- Killick Leadership: Bobbi Menard

Executive Director: Cathy Goulet

Administration: Cindy Hurum

Alberta Economic Development Trade & Tourism: Dawna Allard, Tom Mansfield

Outlook Market Research: Mark Baxter

Grant Thornton LLP: Michael Wetsch

Guest Speaker(s): Catherine Rothrock (Chief Economist for the Government of Alberta)
Michael Wetsch, (Grant Thornton LLP) Mark Baxter (Outlook Market Research)
Bobbi Menard (Killick Leadership Group)

- 1. Call to Order:** Brian Ducherer, Chair called the meeting to order at 5:05 p.m.

Welcome and Introductions

Tom Mansfield, Executive Director, Regional Development Branch:

Government Update:

- * Red Tape Reduction Act
- * Streamline for Oil and Gas between Saskatchewan and Alberta.
- * Job creation tax 12% - 11%
- * Amendment to Municipal Government Act – to be able to offer multi year tax reduction to business for Economic Development.
- * New Labour Rules – Open for Business Act
- * EDO Trade & Tourism Innovation, Tourism and Investments. BRAED to align with the new priorities

2. Approval of Agenda

Motion: The agenda of June 13th be approved with amendments.

Moved: A Hanson

CARRIED

3. Approval of Minutes from the Annual General Meeting dated June 27, 2019

Motion: The AGM minutes of June 27, 2019 be approved as presented.

Moved: P Robinson

CARRIED

4. Guest Speaker: Catherine Rothrock, Chief Economist, Alberta Treasury Board & Finance

- * New UPC Government is working towards releasing Budget in the fall
- * Alberta's Economy – Trends & Local Impacts
- * Growth comes from Oil & Gas; the 2015-16 crash caused a huge downfall overall in the economy

- * 3.5 – 4% of GDP is agriculture
- * Trade issues with China & U.S. having impact on Canada
- * Canadian dollar helps off set some pricing in Ag and Energy side, expect to see it hover around 0.75
- * Oil volatility policy and trade – 2015/16 big drop, 2017 some pick up, 2018 shifted momentum and expectations heading into 2020
- * Expect GDP to bounce back in 2020
- * Business confidence is starting to improve
- * Non residential construction still lagging in both Edmonton & Calgary
- * Farm incomes declining due to rising expenses & lower cash – offset on livestock, canola impact and higher interest rates
- * Labour market holding up, employment is resilient, 6.7% unemployment rate, normally 4.5 – 5%
- * Alberta households spending pulled back, due mostly to interest rates and new mortgage rates

Referenced Websites:

<https://www.alberta.ca/economic-trends-andspotlights.aspx#economicstrends>

<https://open.alberta.ca/publications/weekly-economic-review>

<https://open.alberta.ca/publications/alberta-economy-indicators-at-a-glance>

5. Presentation of 2018/19 BRAED Annual Report – Cathy Goulet, Executive Director

Motion: To approve the 2018/19 annual report as presented.

Moved: B. Kellert

CARRIED

6. Presentation of 2018/19 BRAED Financial Report – Michael Wetsch, Grant Thornton LLP

Motion: To approve the 2018/19 Financial Report as presented.

Moved: L. Tiedemann

CARRIED

7. Appointment of Accounting Firm

Motion: To appoint Grant Thornton LLP as the BRAED accounting firm for 2019/20

Moved: P. Robinson

CARRIED

8. Update on 2019/20 Operation Year – Cathy Goulet, Executive Director

a. Announcements of Contract Awards for 2019/20 Major Projects

- i. Lead Generation Project – RFP awarded to Serecon.
- ii. Cluster Development Project – RFP awarded to Outlook Market Research

b. Plant Food and Ingredients Summits Attendance

C. Goulet, A. Hanson & S. Schulmeister spoke of the experience they had at the summits. All positive and continuing project going forward.

c. Overview of Cluster Development Project – Mark Baxter, Outlook Market Research and Consulting

Focus on proteins in the BRAED region and looking for information from the communities in the region.

d. Communications Update – Bobbi Menard

BRAED KNOTice – only works if the BRAED Communities share content. Next issue July – submit content asap

All presented as information.

9. Ongoing Business – Decision on compensation model for Executive Members

A secret ballot vote was held with community members voting 12 – 8 NOT to support paying executive members.

Directive: The Executive Director will draft a letter that will go out to all communities.

10. Ongoing Business – Election of Executive Member

Gene Hrabec nominated Mark Giebelhause, no other nominations, Mark Giebelhause acclaimed as new Executive member.

a. Ports to Plains

Discussion on whether or not to continue membership with Ports to Plains, not beneficial at this time.

Motion: To rescind the original motion of December 2017 to continue with Ports to Plains

Moved: E. Kusalik

CARRIED

11. Regional Round Table

* **Doug Lefsrud – Viking** - Vikings in the Streets, Cloverlodge Rodeo, July 14th Car show, Mini Showcase, Bretzky 3-day Hockey Tournament

* **Debbie O'Toole – Viking** - we've had some investors come to town but can't say too much at this time

* **Mark Gielbelhaus – Holden** - Farmer's Day was quiet but still successful, there's plumbing going on in the Fertilizer Plant, they have a good customer base

* **Kevin Smook – Beaver County** - 106th annual Bruce Stampede, Sunday July 28, 2019, Tofield is looking at the revival of the Snow Goose Festival in 2020, attracts 6000 people

* **Anne Ruzicka – Beaver Municipal Solutions** – Second year in a row they were recognized as one of Alberta's top Employers

* **Joan Green – Irma** – School Fundraiser covered needs and wants, Irma Daze Summerspiel and ball scheduled for July 30th to August 5th

* **Jenalee Waring – Flagstaff County** – Currently working on a 5 year Economic and Community Development Strategic Plan, Continuing to administer the REACH program, a full service business coaching program (with emphasis on succession planning – moving into the future), the Flagstaff Crafted Website is officially launched – www.flagstffcrafted.ca (this is available to anyone 40km's outside of Flagstaff County's borders. The Battle River Innovation Centre's are now open in both Forestburg and Castor and BREOC continues to move forward with the coal transition program. Have organized a regional EDO meeting to gather everybody's information.

* **Ben Kellert – Killam** - Campus of Caring expansion to the Health Centre, 40 plus new units. September 11th is the date to move residents into the new area and begin renovations on the old. There's a couple of suites, as well are able to accommodate specific needs. The town is in preliminary discussions on adult housing, life lease situation, looking at plans and ideas. 48th Annual Rodeo and Fair with the Blacktop Bonanza. Real Estate is moving, it's already better this year than last year. Kevin Sorenson's dad Ralph Sorenson will again have the Charity Auction (July 19th) with proceeds to the food bank and other organizations throughout the County.

* **Doug Irving – Hardisty** - Joint venture with Hardisty, Sedgewick, Flagstaff County and MD of Wainwright, Gibson Energy North American Control Room based in Hardisty. 37 immediate job with more to follow. Approving the local industrial sub division.

* **Perry Robinson – Sedgewick** – Excited about the community collaboration with Gibson's and the other communities. Real Estate is moving. Work continues at the Lake, with the spray park and new cabins. Promoting our quality of life, "Work wherever, come live in

Sedgewick. Getting utilities into new sub-division, re doing main street. July 1st ceremony. Another concert coming in the fall – can't reveal too much information at this time. Boost to Battle River Scottish Club, 2 dozen pipes and ½ dozen drums. August 24th, 2nd Annual Gathering of the Clans.

* **Bob Coutts – Forestburg** – Forestburg with drawing from F.I.P., Broadband initiative has been approved going forward. Strategic planning – 13 lots in the new sub division, 100th Anniversary on August long weekend. Mud Bog will be held at decommissioned Airport. The run way will be pave to hold drag races. The Power Plant has been sold.

* **Patricia MacQuarrie – City of Camrose** - Working on Investment Attraction, Key Asset mapping, in a partnership with Augustana to resolve Tech issues, gearing up for Big Valley Jamboree, looking at a 24-million-dollar renovation on the aquatic centre.

* **Angie Lorente – Village of Bittern Lake** - Phase 1 of the new skating rink, upcoming events include trade show and village wide garage sale. Sept 7th annual car show.

* **Phil Valleau – MD of Wainwright** - Paving contractor can't get equipment. MD of Wainwright has outstanding tax money they won't receive.

* **Ed Chow – Town of Wainwright** – Wainwright is part of the partnership with Flagstaff county for on the Gibson Energy North American Control Room. The Wainwright Stampede is a big event for Wainwright, Canada Day celebrations. The CT scanner project is still a go. Fire fighters will now be able to train in house.

* **Ed Kusalik – Town of Daysland** – 80% of town sewer repairs completed, surge in home and business sales, gave a license for another liquor/pizza place. Coldwell Banker wants to open a business in town.

* **Chris Robblee – Town of Castor** - Playground development, ninja warrior, summer students painting from the park systems to downtown.

* **Shelley Cook – Town of Coronation** – Collaborating with Castor for the “Community Better” contest, runs from May 31st to June 16th, July 1st hosting party in the park, Rodeo July 5th – 6th. Sidewalk replacement and paving happening in town.

* **Stan Schulmeister – PEPS** – Inter-pipeline is doing 80km of pipeline to Stettler, Ash Core doing fly ash reclamation. The power plant was sold to Heartland Industries. The Gas conversion on unit 5 is almost complete, Crisalix is hauling 4 loads of human waste a day and spreading on mine land and then reclaiming the land.

* **Larry Tiedemann – Town of Tofield** – Prepping for July 1st celebrations, shown ‘n shine, as previously mentioned, looking at reviving the Snow Goose Festival.

* **Brian Ducherer – Village of Ryley** – Holding a festival in the streets, Clean harbours to expand operations, Beaver Municipal Solutions one of the top 75 employers to work for in Alberta. The village has hired a new CAO – Glen Hamilton Brown.

Next Meeting will be Board of Directors Meeting: September 12, 2019 in Coronation

Adjournment

The AGM meeting was adjourned at 8:40 p.m.

Stan Schulmeister, Secretary

Brian Ducherer, Chair

Date: _____

Date: _____



Annual General Meeting, June 25, 2020

5.a. 2019/20 Annual Activity Report

Background The 2019-20 operational year for the Battle River Alliance for Economic Development ended on March 31, 2020. Below is a summary of the year's highlights.

Value-added Agriculture Industry Development

The development of this industry and attraction of investment has been a cornerstone of BRAED's strategic initiatives for many years. 2019-20 marked an important move forward as 30,000-foot level research was pulled down to work with immediate to mid-range impacts. An ambitious programme was delivered during the year including:

Plant Protein Summit. BRAED was represented by two delegates at this international summit in Calgary in June. This activity opened several doorways for BRAED and helped with connections particularly into the plant protein industry.

Phase 4 Lead Generation Project. This project looked at the best contacts and leads for agricultural investment in the BRAED region. A pro-forma business case for a fractionation plant was delivered using regional data. This document is available to all members and industry partners in the region considering pursuing this type of investment. The project was funded by the CanExport Community Initiatives program, BRAED, Camrose County, Beaver County, Paintearth County and Flagstaff County.

Cluster Development Project. This project assessed the best avenues for developing a cluster of industry within the region. Its purpose was to identify specific crops that were ready for investment from a regional strength and industry interest perspective. This project was funded by the CAREs, the City of Camrose and BRAED.

Seed Plant Opportunity Assessment. During follow-up from the Plant Protein Regional Tour of February 2019, it was noted that BRAED's seed cleaning plants could play a role in advancing agriculture industry development in the region. To advance this BRAED undertook several initiatives:

- Tour of St. Paul Seed Cleaning Plant and Lakeland College Research Facility on August 21, 2019
- Regional Seed Cleaning Plant Round Table on November 29, 2019.

Plant Protein Alliance of Alberta. BRAED joined PPAA in 2019 and has supported the organization in various ways over the year, including:

- Attending May 16, 2019 PPAA Plant Protein Forum, NAIT
- Promoting PPAA activities and information resources through BRAED's website and social media channels.

Fractionation 101 Workshop. In collaboration with PPAA, BRAED hosted a Fractionation 101 workshop February 20, 2020 in Killam, Alberta. BRAED provided financial, logistical and promotional support for this tremendously successful event.

Regional Value-added Agriculture Forum. Another successful agriculture focussed event was held on March 10, 2020 in Camrose. The Forum attracted industry, local government and economic development participants and provided BRAED with direction to continue the momentum from the 2019-20 operational. BRAED will be working towards a new partnership model to broaden the reach of its industry development industry in 2020-21.

CanExport Community initiative Project. Funds have been secured to continue the investment attraction work and to build out the regional network needed to deliver new opportunity. At yearend, BRAED was considering how to fund its required 50% of funding needed to leverage this grant.

Energy sector

A Regional Energy Round Table was tentatively scheduled twice during operational year. The first was postponed due to scheduling issues and the second due to the COVID pandemic. BRAED remains committed to delivering this event in 2020-21.

Tourism industry development

As the next version of the well received *One Less Trip* programme of 2018-19, BRAED launched the *Santa Trail* project in fall 2019. This program developed five circle tours throughout the region. These one-day tours focussed on retailers and events and were designed for the regional and Edmonton Metro markets. The promotional program ran for five weeks in the lead up to Christmas 2019 and included posters, social media, online and traditional media tactics. GoEast of Edmonton RTO was a valuable partner in this project, allowing BRAED access to its robust social media and member network. The contractor developed a two-part online workshop to help BRAED regional retailers and event organizers market buying and experiential opportunities. BRAED had hoped to continue this work in 2020-21 but was unable to secure grant funding to support the project.

Sustainability and governance

REDA Renewal: BRAED, along with the 8 other Regional Economic Development Alliances in Alberta, has engaged in an 18-month advocacy effort to secure long term funding past March 31, 2020. This work has been supported by many, many municipal elected officials, RMA and AUMA. At yearend, the REDAs had received verbal notification that funding would be extended for one year at 50% of previous levels or \$50,000. There is speculation at a senior administrative level that this might extend to a three year agreement.

Bylaw and policy discussions. During the year BRAED members approved changes to its membership policy, changing the definition of a Board member. Also added was a dues structure which defined associate membership. The members debated the merits of having BRAED financially support member participation on the Executive Committee. No change was made to existing policies.

Meetings During the year, BRAED held four Board meetings and eight Executive committee meetings. Board meetings were held in person as were the majority of the Executive meetings. By March, meetings were being held virtually.

Conclusion

Thank-you to the Board and Executive of the Battle River Alliance for Economic Development for your continued support and confidence. This past year was extremely rewarding and challenging. 2020-21 brings unique challenges of its own as we continue to move our industry attraction work forward and look for ways to re-imagine BRAED in a post-COVID and new funding world. I look forward working with you to keep the momentum going.

Cathy Goulet
Executive Director.



Annual General Meeting, June 25, 2020
5.a. BRAED communications Report 2019-2020

Background

As a collaborative network and an organization which is mandated to create economic development presence for this region, the communications activities for the year are of note.

Cathy Goulet
Executive Director



Communications Update

2019/2020 BRAED AGM

Outline and Statistics

Email Newsletter – Don't forget to sign up and send content

History – Established bi-monthly schedule

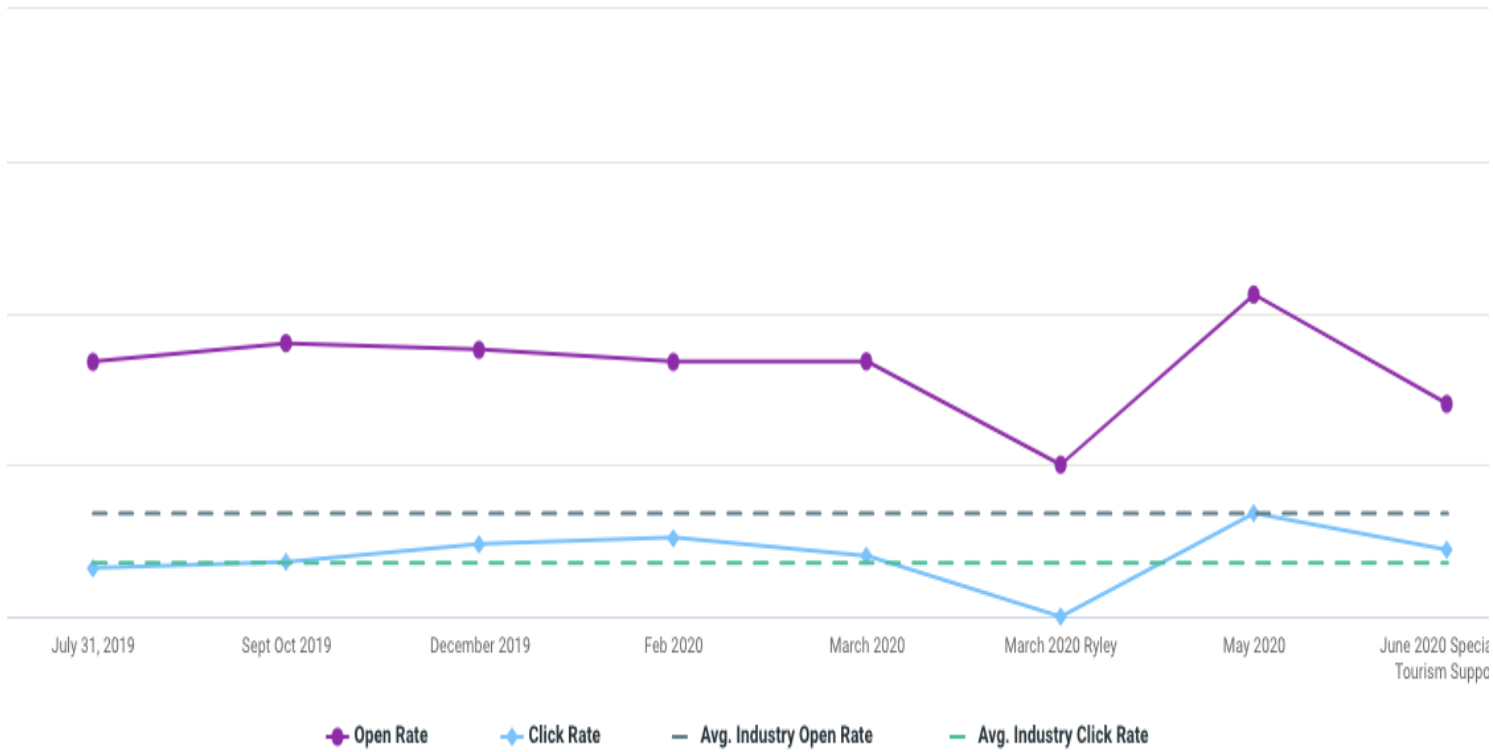
Purpose & Strategy – Remains the same. Outbound information to regional stakeholders for a shared understanding of activity, challenges and wins

Audience – Is narrowing, due to natural attrition

Next Steps — Seek to build audience via direct outreach and Twitter promotion

KNOTice

Stakeholder-directed content that positions BRAED as the authoritative source for economic opportunities on a regional basis.



KNOTice Statistics

2020 Achievements

- A year of consistency is showing patterns about the types of content that are of interest
 - BRAED long-term initiatives
 - Local successes, programs and events
 - Regional specific research
- High open rate – remains steady and strong
- Promotion of local approaches during initial days of COVID received positive notice from more senior levels of government

Broadcasting regional
economic news

Promoting BRAED
strategic initiatives

Visibly engaging with
audiences and
stakeholders

Twitter

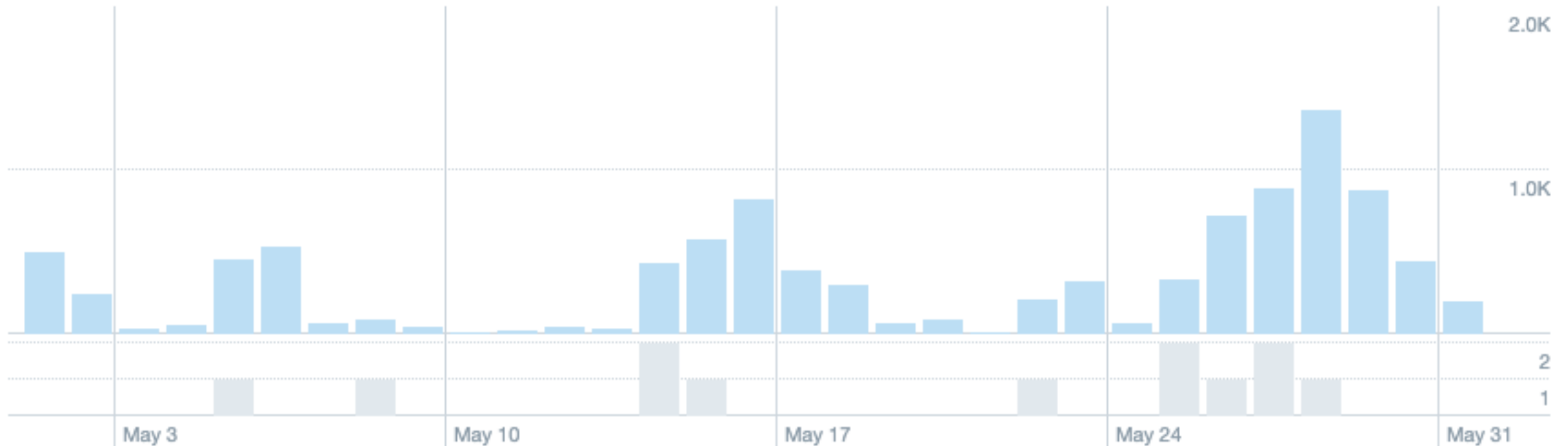
Twitter

2020 Achievements & Challenges

- Follower count is up by more than 10% since 2019 reporting
- Reach consistently improved until COVID – in Q1 of 2020, an average of one Tweet per week reached over 1500 people. (This is an average distribution over time, some weeks had more high reach Tweets than others)
- COVID changed everything. So did recent social upheaval. Engagement dropped as BRAED’s relative capacity to influence conversation waned. There was a notable cultural shift to paying attention to large, sweeping programs other responses to COVID.
- Content types:
 - Original and/or promotional content of BRAED activity
 - Likes & Retweets of stakeholder news, initiatives with positive impact in BRAED's region
 - Comment on Tweets of broad interest and economic impact to build engagement

Month of May

- Engagement is hard to predict – but the trend from month to month is to now consistently have multiple Tweets approaching and surpassing 1000 views
- Why this matters: broader audience means more people are learning about the BRAED, the region and economic opportunities
- *Twitter does not provide annual stats



Thank you

Questions



Annual General Meeting, June 25, 2020
6.0. Presentation of Financial Statements for 2019-20

Background

The accounting firm Grant Thornton LLP, based in Camrose Alberta, has prepared BRAED's financial statements and their representative, Michael Wetsch, will be presenting.

Motion: That the financial statements of the Battle River Alliance for Economic Development for operational year 2019-20 be accepted as presented.

Cathy Goulet
Executive Director



Financial Statements

(Unaudited - see Notice to Reader)

Battle River Alliance for Economic
Development

March 31, 2020

Draft - June 22, 2020, 10:01 AM

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Draft - June 22, 2020, 10:01 AM

Notice to Reader

Grant Thornton LLP

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www.GrantThornton.ca

On the basis of information provided by the organization, we have compiled the statement of financial position of Battle River Alliance for Economic Development as at March 31, 2020 and the statements of operations and changes in net assets for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Camrose, Canada

Chartered Professional Accountants

Battle River Alliance for Economic Development

Statement of Operations

(Unaudited - see Notice to Reader)

Year ended March 31

	2020	2019
Revenues		
Grant and project income	\$ 279,700	\$ 289,787
Membership dues	49,201	37,902
Other income	<u>61</u>	<u>176</u>
	<u>328,962</u>	<u>327,865</u>
Expenditures		
Value Added Agriculture Project	190,925	31,056
Professional fees	65,068	52,135
Rent	20,978	14,115
One Less Trip Shop Local Project	16,605	100
Travel	6,972	7,953
Meetings	5,850	10,425
Marketing project	4,172	122,921
Insurance	1,907	1,774
Telephone and utilities	965	1,084
Interest and bank charges	459	426
Memberships	180	1,401
Office	84	2,287
Broadband Preparedness Project	-	46,245
Summer intern program	-	7,500
Wages and benefits	-	5,636
EATC expenses	-	3,837
Advocacy activities	<u>-</u>	<u>779</u>
	<u>314,165</u>	<u>309,674</u>
Excess of revenues over expenditures	<u>\$ 14,797</u>	<u>\$ 18,191</u>

Draft - June 22, 2020, 10:01 AM

Battle River Alliance for Economic Development

Statement of Changes in Net Assets

(Unaudited - see Notice to Reader)

Year ended March 31

2020

	Unrestricted Net Assets	Internally Restricted Net Assets	Total
Balance, beginning of year	\$ 38,134	\$ 13,053	\$ 51,187
Excess of revenues over expenditures	14,797	-	14,797
Transfer to unrestricted	<u>13,053</u>	<u>(13,053)</u>	<u>-</u>
Balance, end of year	<u>\$ 65,984</u>	<u>\$ -</u>	<u>\$ 65,984</u>

2019

	Unrestricted Net Assets	Internally Restricted Net Assets	Total
Balance, beginning of year	\$ 19,943	\$ 13,053	\$ 32,996
Excess of revenues over expenditures	<u>18,191</u>	<u>-</u>	<u>18,191</u>
Balance, end of year	<u>\$ 38,134</u>	<u>\$ 13,053</u>	<u>\$ 51,187</u>

Draft - June 22, 2020, 10:01 AM

Battle River Alliance for Economic Development

Statement of Financial Position

(Unaudited - see Notice to Reader)

March 31

2020

2019

Assets

Current

Cash	\$ 26,052	\$ 77,980
Accounts receivable	34,625	100
Prepaid expenses	972	954
GST receivable	6,488	5,185
	<u>68,137</u>	<u>84,219</u>

Liabilities

Current

Accounts payable and accrued liabilities	\$ 720	\$ -
Deferred revenue	1,433	33,032
	<u>2,153</u>	<u>33,032</u>

Net Assets

Unrestricted Net Assets	65,984	38,134
Internally Restricted Net Assets	-	13,053
	<u>65,984</u>	<u>51,187</u>
	<u>\$ 68,137</u>	<u>\$ 84,219</u>

On behalf of the board

_____ Member

_____ Member



Annual General Meeting, June 25, 2020
7.0. Appointment of Accounting Firm

Background

The accounting firm Grant Thornton LLP, based in Camrose Alberta, has prepared BRAED's financial statements for several years. Their performance had been exemplary and timely with fees appropriate to BRAED's resources.

Management is recommending that BRAED approve the appointment of this firm for the 2020-21 operational year.

Motion: To appoint Grant Thornton LLP as the BRAED accounting firm for 2019/20

Cathy Goulet
Executive Director