



MINUTES

EXECUTIVE COMMITTEE MEETING

April 8, 2020

Via Webex

8:00am

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

Economic Development Trade and Tourism: Dawna Allard

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 8:05am.

2. **Approval of Agenda**

Motion: The agenda of April 8, 2020 be approved as presented.

Moved: A. Hanson

CARRIED

3. **Approval of Minutes from February 20, 2020**

Motion: The Minutes from February 20, 2020 be accepted as presented.

Moved: S. Schulmeister

CARRIED

4. **Business arising from the Minutes**

a. **Discussion – Next Steps for BRAED**

- i. **Billing to Members:** after extensive discussion, the Executive agreed that invoices would be sent to all Community Members with a letter from the Chair attached.

Motion: That the 2020 – 21 annual BRAED membership invoices be sent out to all Community Members with Chair Brian Ducherer's transmittal letter attached.

Moved: S. Cook

CARRIED

b. **High Level Business Plan**

- The Government of Alberta has confirmed a reduction in operational funding from \$100,000 to \$50,000 for the next three fiscal years. Given this constraint, it is recommended that BRAED focus its efforts on three priority areas.
 1. Value Added Agriculture Investment Attraction: BRAED has made good progress in this initiative and has created interest in various partners to move this process forward.
 2. New model for continuing a regional development function, whether in the current form of a collaboration of municipalities or with another model which engages industry and other partners.
 3. In light of the dire economic predictions arising from the combined impacts of the decline in the energy sector and the COVID-19 pandemic, BRAED municipal members, particularly those with limited economic development capacity will require connection to resources and support.
 - Discussion around new Governance Structure: does BRAED have the ability to change governance model and not risk losing GOA \$50,000 operational funding.
 - If we pick one area to focus on, can we continue for three years with this funding?
 - Moving to Webex meetings will cut travel and meeting expenses for members
 - Agriculture is the most consistent industry in the region and can support jobs, BRAED should focus on supporting that industry
 - BRAED still needs to continue to support our Communities and make sure we are providing tools to them to do some work on their own.

c. Cash projections 2020-21 - ATTACHMENT

5. Project Updates

a. Value-added Agriculture Program Update – Provided as information

Wrapped up everything from old fiscal, still waiting for \$34,500 from the Federal Government

- i. Regional Agriculture Forum, March 10, 2020 – Notes attached
- ii. Briefing Document - attached

6. New Business

a. NONE

7. Management Report – Bobbi Menard

a. Communications update – provided as information

- **KNOTice Dashboard Highlights –**
 - Constant Contact has changed their reporting formats. Same data points, but different visual

- Open rate and click through remaining steady.
- Email addresses bounce when people quit using an email address
- **Website Google Analytics Highlights** – Q1 results are being tabulated by the service provider.
- **Twitter Analytics Highlights** – There’s been a big change in Twitter with COVID19 activity. Shift has been to health and business supports.

Motion: To accept the Communication update as presented.

Moved: M. Giebelhaus

CARRIED

8. **Financial Update – Cathy Goulet – provided as information**

a. March 31, 2020 Statements - Due to the early in the month Executive Meeting, financial statements dated March 31, 2020 have not been thoroughly reviewed by management and the treasurer. Provided only as information

- An outstanding receivable of \$34,500 from the Government of Canada for grant funding must be recorded.
- A yearend journal entry to move the deferred CAREs revenue from 2019 yearend into 2019-20 will be reconciled with the accountant in preparation for year end. This should bring BRAED’s Income statement inline with expectations of a balanced budget.
- BRAED’s ending cash position at yearend is \$25,901. We had anticipated receiving the outstanding grant funding by yearend. If this had been received, ending cash position would have been \$60,401, with approximately \$54,000 being projected at February 20, 2020

Motion: To accept the financial update as presented

Moved: E. Kusalik

CARRIED

9. **Next Meetings**

- a. Board of Directors – Wednesday April 29 2020 via Webex**
- b. BRAED Executive – discussion

10. **Adjournment:**

Chair B. Ducherer adjourned the meeting at 9:13am


Stan Schulmeister, Secretary


B. Ducherer, Chair

Date: _____

Date: June 30, 2020