



MINUTES

EXECUTIVE COMMITTEE MEETING

Thursday July 23, 2020

Via ZOOM

8:00am

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

Executive Director: Cathy Goulet

Recording: Cindy Hurum

Economic Development Trade and Tourism: Dawna Allard

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 8:04am

2. **Approval of Agenda**

Motion: The agenda of July 23, 2020 be approved as presented.

Moved: A. Hanson

CARRIED

3. **Approval of Minutes from May 15, 2020**

Motion: The Minutes from June 25, 2020 be accepted as presented.

Moved: E. Kusalik

CARRIED

4. **Business arising from the Minutes**

5. **Project Updates**

a. **Value-added Agriculture Program Update**

1. Review of proposal – Outlook Market Research

- After discussion amongst the BRAED Executive, it was decided BRAED would reword and reissue the RFP for Phase 5 of the Value-Added Agriculture Project.

Motion: The RFP for Phase 5 of the Value-Added Agriculture Project will be reissued with an increased emphasis on the development of value propositions and business cases for select Value Added Agriculture sectors identified as priorities by BRAED communities.

Moved: P MacQuarrie

CARRIED

Directive: BRAED's Executive Director will send the Value-Added Agriculture Investment Guide and highlight the identified opportunities from Value-Added Agriculture Project with 2 questions to each community.

- 1) Of the 8 opportunities identified in the Investment Guide, please provide us with your 3 priorities for the development of a business case that would be most applicable to your community.
- 2) Has your community begun to ready themselves for these sector-specific investment opportunities?

2. Community Lifestyle Fact Sheets – provided as information

◦ Outlook Market Research has the new Community Lifestyle Fact Sheets 75% done, once complete, the Executive Director will draft a letter which will go out to each Community for approval before they are posted on the webpage.

Directive: BRAED's Executive Director will make sure that BRAED's representative from each Communities is copied on the letter.

Directive: BRAED's Executive Director will have the cities of Edmonton and Calgary added to the Map of Alberta so people can better identify where the BRAED region sits.

6. New Business

a. Extension of Killick Leadership Management Contract

Motion: That the Battle River Alliance for Economic Development extend its contract for management services, IT support and communications and marketing services, with Killick Leadership Group Ltd. to March 31, 2021 for an amount not to exceed \$60,000 exclusive of GST

Moved: S. Cook

CARRIED

b. Town of Hardisty – 2021 withdrawal

The Town of Hardisty has indicated verbally over the past two years the potential for its departure from BRAED. The Town has now indicated formally its intent to withdraw as of April 2021.

Motion: That the Executive Director of BRAED draft a letter to regretfully accept the Town of Hardisty's decision to drop their membership.

Moved: E. Kusalik

As discussion continued regarding losing a Community Member and how BRAED was putting together new Lifestyle Fact Sheets, E. Kusalik rescinded his motion instead going with a directive to the Executive Director.

Directive: BRAED's Executive Director will follow up with the Town of Hardisty one last time. Have a discussion regarding the new Lifestyle Fact Sheet showing the Town on the BRAED website, if there is any value in this extra online presence for them in the east end of the region. Learn what Hardisty expects from BRAED. If BRAED fails to secure continued membership, the letter to regretfully accept their decision to drop their membership will be sent.

7. **Management Report – Cathy Goulet**

a. **Report to Operational Plan**

Regarding the Tourism piece, with the effect COVID 19 has had on local business, Patricia suggested we “dust off” the ONE LESS TRIP. A Community led, BRAED facilitated program, working with EDO's in the BRAED Region. Patricia has offered to spearhead, and Chair Brian Ducherer has approved this.

b. **Communications update – provided as information**

Twitter analytics are way off. Seems that anything related to Business has people going straight to GOA for information.

Motion: To accept the management report as presented.

Moved: A. Hanson

CARRIED

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

Reduced face-to-face meetings for the BRAED Executive during the COVID-19 Pandemic have created a small challenge in processing payables. The Executive Director has hand delivered cheques for signing on two occasions. Given the uncertainty about when face-to-face meetings will resume, it would be more efficient to pay recurring bills electronically. BRAED does not currently have a policy for this. A policy statement requires the endorsement of BRAED Board of Directors. The next Board meeting is anticipated for September 17, 2020

Motion: That the following recurring expenses may be paid electronically

- Telus
- Community Futures East Central Alberta – colocation fees
- Kristin Bassett – bookkeeping fees

Moved: P. MacQuarrie

CARRIED

Directive: The Executive Director will identify recurring expenses that are already approved and draft a policy to enable electronic payment of expenses for presentation to the BRAED Board of Directors' September meeting.

b. **Financial Statements – Cathy Goulet – provided as information**

Motion: To approve the financial statements as presented

Moved: M. Giebelhaus

CARRIED

9. **Next Meetings**

a. BRAED Executive – TBD – once RFP comes back

10. **Adjournment:**

Chair B. Ducherer adjourned the meeting at 9:49am



Stan Schulmeister, Secretary



B. Ducherer, Chair

Date: Dec 10/20

Date: _____