



## MINUTES

EXECUTIVE COMMITTEE MEETING  
Thursday September 3, 2020  
Via ZOOM  
8:00am

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**Executive Committee:** Brian Ducherer, Arnold Hanson, Ed Kusalik, Patricia MacQuarrie, Stan Schulmeister

**Executive Director:** Cathy Goulet

**Regrets:** Shelley Cook, Mark Giebelhaus, Cindy Hurum

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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 September 3, 2020 be approved as presented.

Moved: A. Hanson

**CARRIED**

3. **Approval of Minutes from July 23, 2020**

**Motion:** The Minutes from July 23, 2020 be accepted as presented.

Moved: S. Schulmeister

**CARRIED**

4. **Business arising from the Minutes**

- a. Town of Hardisty withdrawal follow-up

Executive Director Cathy Goulet had a conversation with Hardisty CAO Sandy Otto, Hardisty would like to see increased communication from BRAED. BRAED Chair B. Ducherer and Executive Director C. Goulet will look for an opportunity to attend a council meeting and hopefully turn things around.

5. **Project Updates**

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

1. Review of 2<sup>nd</sup> RFP responses

- C. Goulet, A. Hanson, P. MacQuarrie looked over the proposals and shortlisted two, Acorn Consulting/Outlook Market Research and Research FDI Consultants. It was decided to take both proposals to the Executive for discussion.
- The Executive has concerns with both proposals. Acorn Consulting/Outlook Market Research feels a little stale and repetitive of what we've done. Research FDI Consultants has a strong ability to bring investors in but, executive is concerned of their lack of knowledge in agriculture.
- Discussion continued around both proposals and it was decided that BRAED's end goal is investment attraction which led to the following motions.

**Motion:** To award the contract for the Value-added Agriculture Investment Attraction Project to Research FDI not to exceed \$23,250.00 exclusive of GST.

Moved: P MacQuarrie

**CARRIED**

**Motion:** To negotiate with Research FDI for an additional in-depth community prospectus and that BRAED will offer all communities an opportunity to participate based on 50/50 financial participation.

Moved: P MacQuarrie

**CARRIED**

**Directive:** BRAED's Executive Director will advise Research FDI that they have been awarded the contract and discuss the pay to play concept with them.

## 6. **New Business**

### a. **Flagstaff County Support Request (excerpt from request)**

#### ◦ **"Flagstaff Grows" Community Development Project**

The interest in local food has grown in recent years, but more specifically the last few months due to the interruption of COVID-19. More and more consumers, retail chains, schools, restaurants etc. are interested in asking for "local" foods, we at Flagstaff County see an opportunity to explore both the benefits and the challenges around food security, distribution of food and the changes in consumer behavior around "shopping local". The goal of this project would be to create a strategic and implementation plan that could result in outcomes such as marketing cooperative or even a food extension to our Flagstaff Crafted program. While our outcomes are not set in stone and could possibly change as we gather information, this is an initiative that has the potential to increase market access, investment attraction, regional collaboration, new product development and promotion etc. and also has the potential to become a pilot program for other regions if successful.

#### ◦ **What we would request from BRAED**

We would like BRAED to partner with us on this project. The partnership ask would be that since the BRAED Region has done extensive work at looking into value-added agriculture for investment attraction, Flagstaff County would request to have access to the information that was gathered during the value added investigations/research to build upon what we already have. We have done some brief discovery work through our Flagstaff Crafted program, but additional and more specific information when it comes to

produces and consumer interest/conversations that were had would be extremely beneficial. When we have a strategy and implementation plan created, we of course would then share those back with BRAED.

The BRAED Executive discussed the request and it was noted that Flagstaff County has a right to the information as they have been involved in the Value-Added Agriculture program all along.

**Directive:** That the BRAED Executive Director will support Flagstaff County with their request as long as it does not take her time away from BRAED. If the request becomes burdensome the Executive Director will come back to the Board.

7. **Management Report – Cathy Goulet – provided as information**

a. **Report to Operational Plan –**

There was discussion around the new minister as well as the significance in the title change from Economic Development to Jobs, Economy & Innovation. Application for funding will be bundled in a \$450,000 ask for rural development and has not hit the new minister’s desk yet.

**Motion:** To send a letter from BRAED to the new minister of Jobs, Economy & Innovation, Doug Schweitzer and copy the finance minister, Travis Toews and the MLA’s in the BRAED region

Moved: E. Kusalik **CARRIED**

**Motion:** To send a letter to minister of Agriculture Devin Dreeshen to talk about our Value-added Agriculture project.

Moved: A. Hanson **CARRIED**

**Directive:** BRAED’s Executive Director will follow up with the new Minister of Jobs, Economy & Innovation Doug Schweitzer and let him know how important our funding is and that it was approved under the previous minister.

Conversation ensued regarding BRAED’s Strategic plan and the fact that it is quite dated. It was noted that the next election is October 2021 but there could be a change of board directors after October 2020. B. Ducherer requested it be put on the agenda for November.

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

◦ **Twitter** - BRAED engaged with stakeholder counties regarding the Linear Tax Assessment model by liking Tweets from counties. We intentionally watched, but did not originate tweets on the topic because it is contentious, is not directly addressed in the strategic plan, and BRAED plays a secondary role (if any role) in the conversation with the province on this matter.

◦ **Website Second Quarter Results** – Traffic is increasing in Q2 which is encouraging but still below our projections. This could be attributed to multiple factors such as a drop in

traffic from partnership referrals (BRAED is no longer a paid member in some organizations that used to send more web traffic to BRAED's website. COVID could still be taking a toll whereby people's attention is elsewhere.

- **KNOTice** – Again, the curiosity around the Linear Tax Assessment produced a high click through rate.

**Motion:** To approve the management report as presented.

Moved: S. Schulmeister

**CARRIED**

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

BRAED's financial statements are as anticipated with expenses and revenues as expected. There is an overage to Killick Leadership Group of \$720.00. This is a result of an error in payment in the old year which emerged at yearend. As the amount is not material, we suggest this error be absorbed into 2020-21 operational year.

**Motion:** To accept the financial update as presented.

Moved: E. Kusalik

**CARRIED**

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

It was suggested we move some of our funds from chequing into investment. The decision was to wait to see when the government funding comes through

**Motion:** To approve the financial statements as presented

Moved: E. Kusalik

**CARRIED**

9. **Next Meetings**

- a. Briefing with Dr. Lars Halstrom – 10am Friday September 4, 2020 via ZOOM
  - i. ACSC Research Project, *Healthy Watershed, Healthy Economy: Measuring Health in the Battle River Region* – Members of the Executive will listen to the presentation before promoting it.
- b. BRAED Executive – October 1, 2020 @ 5:00pm via Zoom
- c. BRAED Board of Directors Meeting – October 1, 2020 @ 6:00pm via Zoom

10. **Adjournment:**

Chair B. Ducherer adjourned the meeting at 9:22am

  
Stan Schulmeister, Secretary

  
B. Ducherer, Chair

Date: Dec 10 / 20

Date: \_\_\_\_\_