



MINUTES

EXECUTIVE COMMITTEE MEETING

Friday November 20, 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

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 November 20, 2020 be approved as presented.

Moved: A. Hanson

CARRIED

3. Approval of Minutes from October 16, 2020

Motion: The Minutes from October 16, 2020 be accepted as presented.

Moved: S. Schulmeister

CARRIED

4. Business arising from the Minutes

a. Update on Government of Alberta Recovery plan and Ministerial Call on December 1, 2020

- BRAED Executive Director attended a presentation to the Edmonton Chamber of Commerce by Minister Doug Schweitzer (Minister of Jobs, Economy, and Innovation), the takeaway from this presentation is:
 - Province is focused on innovation and technology
 - Agriculture Industry moving forward is focused around Artificial Intelligence
 - Supports for small / medium start-ups also reflects interest in innovation and high growth potential start ups
- BRAED Executive Director also participated in Roundtable regarding restructuring of post secondary education and what that might look like. During this meeting Michelle Evans, (Assistant Deputy Minister, Tourism and Economic Development, Government of Alberta) let us know there will be no CARES Funding for 2020-2021.

i) ADM Round Tables for REDA Chairs and Managers, November 24, 2020

- Michelle Evans, ADM, Tourism and Economic Development Division, Jobs, Economy, and Innovation has arranged monthly REDA Roundtables with Senior Government of Alberta Officials and REDA Chairs and Directors. The first one will be November 24th with Jamie Curran, ADM of Process, Trade and Intergovernmental Relations Divisions, Agriculture and Forestry.

5. **Project Updates**

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

- Value-added Agriculture Project is moving along. Some Communities have not responded; however, we are still on track for December 15th project completion. There is a meeting this afternoon with Research FDI, for an update on where we are.

Discussion – P. MacQuarrie filled out the questionnaire and said “it was really hard; however, it was also an eye opener”. She said BRAED may need to reach out and help some of the smaller communities as once it’s completed it’s a very valuable piece of information. A. Hanson agreed that it may be too hard for some communities and Executive Director indicated that she had a community email her saying they couldn’t do it; she was able to help them complete it. S. Schulmeister thought the “generic” questions were the hardest because these questions apply to all communities in a different way.

- The Government of Alberta sent out “Site Selection” enquiry for a large Fractionation Plant. Five member communities responded positively, and the sixth community is still completing. A regional challenge to future industrial development in the region recognized in this process is the lack of water. However, there is new technology being looked at for dry fractionation that won’t require the large volumes of water.

b. Santa Trail 2020 – provided as information

- At the BRAED Board of Directors’ Meeting on October 22, 2020, BRAED was asked to create a small program to support the retail sector in the BRAED region through the Christmas buying season. To deliver this project the following steps were taken:
 - ◇ Used the artwork created by Gridstone Marketing in 2019 to update Facebook banner, calling it “Santa Trail, Stay Local, Stay Safe”
 - ◇ Requested an allocation of three hours weekly for administrative support within the Community Futures contract
 - ◇ Sent requests for events and promotions to last year’s partners and BRAED members
 - ◇ We are cross promoting with Community Futures’ Local People Meeting Local Businesses online video series
 - ◇ We will continue to reach out to our members for information until December 10th, 2020. We will also be promoting the “Using Social Media to Promote” videos created by Gridstone

c. BRAED Go-forward plan process – verbal

- ◇ Communities like regional collaboration, how to get industry engaged, and how to go forward with investment attraction. It has been indicated that members would like BRAED to take this on. There is some concern over elected officials and staff representation at the Board table and how that could be structured. Council in some communities acts as the local economic developer.

6. New Business

- i. CARES program renewal – Chair’s draft letter of support
 - ◇ The Executive reviewed a draft letter addressed to Minister Schweitzer related to CARES funding and how valuable the program is to BRAED and member communities. Executive members all agree it’s worth sending and should be shared with the member communities.

Direction: BRAED Executive Director to send the letter to Minister Schweitzer and include all member municipalities

7. Management Report – Cathy Goulet – provided as information

- ◇ BRAED is working on re-drafting a policy for paying bills
- ◇ Notice of Election for two vacant positions on the BRAED Board of Directors has been sent

a. Report to Operational Plan –

- Value-added agriculture – continuing to cross promote events and newsletters. The contract has been awarded and work is underway
- Energy Sector – due to the current situation BRAED has not started this project yet.
- Tourism Sector – the project has been deferred to fourth quarter. We’re still in discussion with GOEast however, they may not be able to co-deliver this project.
- Economic recovery information shared and BRAED established as a trusted source of economic recovery information. The regional recovery taskforce is not required. We are loading content on the BRAED website and promoting economic recovery opportunities and resources. The next issue of the KNOTice is December 4, 2020
- Build a vision for economic future of the region – research and review, the planning has started, and interviews have begun for December 15, 2020 completion
- Within changed economic and health ecosystem, the hope is to have BRAED operate as an important partner in regional economic development and leadership.
- BRAED Executive meeting scheduled for November 20, 2020. BRAED Board Directors meeting December 17, 2020 with election for vacant Executive positions.

b. Communications update - provided as information

- BRAED Website – Traffic to www.braedalberta.ca has slowed over the past two years. Due to the disconnect from EATC (which drove most of the investment enquiry traffic) and

some structural issues. Given the 2020-21 budget does not have allocation for website upgrade, it was determined to extract maximum value from the ongoing maintenance contract. BRAED's communication lead reviewed the website and developed a task list that has been shared with Outlook Market Research. A workplan has been agreed to which will increase functionality. Some dead links were also discovered and will be cleaned up.

- Promoting BRAED member communities through Twitter – All the newly created Lifestyle Fact sheets are now on the BRAED website, we are promoting each member community through @BRAEDalberta. All members were invited to submit an event or attraction for highlighting, with a link to it's lifestyle fact sheet on www.braedalberta.ca. So far three communities have been featured and this will continue in the coming months. Every BRAED community will get a BRAED Twitter feature.

Motion: To accept the communications update as presented

Moved: S. Cook

CARRIED

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

BRAED is on track to realize a small operational surplus in 2020-21. Due to a reduced cost for the Value-added agriculture project, there will be a smaller draw on the reserve funds, leaving the organization in a slightly better cash position at yearend than originally anticipated.

Motion: To accept the financial update as presented.

Moved: E. Kusalik

CARRIED

9. **Next Meetings**

- BRAED Executive Meeting – 5pm December 17, 2020 via ZOOM
- BRAED Board of Directors Meeting – 6pm December 17, 2020 via ZOOM

10. **Adjournment:**

Chair B. Ducherer adjourned the meeting at 9:05am


Stan Schulmeister, Secretary


B. Ducherer, Chair

Date: Sept 28/21

Date: Jan 8, 21