

MINUTES

EXECUTIVE COMMITTEE MEETING
Thursday December 17, 2020
Via ZOOM
5:00pm

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

Executive Director: Cathy Goulet

Alberta Jobs, Economy, and Innovation (JEI): Dawna Allard

Recording: Cindy Hurum

1. **Call to Order**

Chair Brian Ducherer called the Executive Committee Meeting to order at 5:01pm

2. **Approval of Agenda**

Motion: The agenda of December 17, 2020 be approved as presented.

Moved: M. Giebelhaus

CARRIED

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

Motion: The Minutes from November 2020 be accepted as presented.

Moved: S. Schulmeister

CARRIED

4. **Business arising from the Minutes**

a. ADM Round Tables for REDA Chairs and Managers – Minister Schweitzer, December 1, 2020

1. Michelle Evans, ADM, Tourism and Economic Development Division, Jobs, Economy, and Innovation chaired the meeting.

- Michelle Evans is moving to another department; at this time, we don't know who her replacement will be. Michelle has asked that the ADM Roundtables continue after her departure.
- REDA Chairs and Managers felt the Government is asking for information they have already received and so did not provide a detailed briefing again.
- The Chairs were disheartened to hear another minister ask, "What do REDA's do?"
- The Minister was asked, "How do we get the attention of the Government?" The Ministers reply was "you need to work more closely with MLA's"

- Chair B. Ducherer commented that BRAED has been working with our three regional MLA's. He is prepared to participate in one more ADM Roundtable but is doubtful about the value for Chairs.

5. Project Updates

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

- On November 26, 2020, Research FDI requested approval to amend the scope of the project. After meeting with BRAED's project team (P. MacQuarrie, A. Hanson, C. Goulet) the change was approved. The team felt that the recommendations improved the project outcomes. In summary, Research FDI will develop one single prospectus which is processor-focused as opposed to input focused. It was agreed that this approach would better reflect the strength of the region and acknowledge that a processor facility is able to handle a variety of crops.
- Originally BRAED had requested 25 individual fact sheets for each member community. Unfortunately, only 10 communities were able to complete the required questionnaire. Research FDI will complete the add-on for those ten communities and will provide templates for the other communities that they can complete in the future.
- On December 3, 2020, BRAED facilitated a roundtable via ZOOM to provide further information to Research FDI and fill in some gaps in the intelligence gathered. It was a very productive meeting. On the call were:
 - Dr Lars Hollstrom, University of Alberta
 - Aarij Bashir, Alberta Agriculture and Forestry
 - Bob Beck, Beaver County
 - Carley Herbert, Town of Wainwright (and covering MD of Wainwright)
 - Brian Ducherer, BRAED Chair
 - Jenalee Waring, Flagstaff County
 - Anjah Howard, Camrose County
 - Dan Brewin, Plant Protein Alliance of Alberta
 - Patricia MacQuarrie, City of Camrose
 - Arnold Hanson, BRAED Executive
 - Shelley Cuthbertson, WD
- P. MacQuarrie said the draft product sent out looked really really good and she is positive about working with Research FDI. A. Hanson said he is excited about this group and they are working hard for us.
- The project is slightly behind schedule but will still complete by the grant deadline of December 31, 2020.

b. Santa Trail 2020 – provided as information.

- This years Santa Trail campaign pulled from the resources built in 2019 and provided communities the ability to shop local. BRAED did not pay to boost any Facebook posts but focused on re-sharing the post the communities had shared. This became even more challenging after the second round of COVID shutdowns. Management will plant for a 2021 program delivery with a robust program starting in October with planning starting in May – June.

- c. BRAED GO-forward plan process – provided as information.
- Ten interviews were held with members in November and December. Of those, six were represented by municipal staff. Each conversation was about one hour in duration. Five questions were discussed, and a second consultation piece will happen at the BRAED Board of Directors’ meeting at 6pm, December 17, 2020.

Questions asked were:

- Current Economic Development services in the community? Gaps and Challenges?
- What needs more work?
- Can a regional approach help?
- Describe your “ideal” economic development alliance?
- Any thoughts on best governance? Municipal lead? Elected officials? Staff?

Some Community Responses were:

- Smaller communities do not have the capacity for economic development.
- There are gaps in data.
- Regional approach – leverage your assets.
- BRAED’s website may need to become a stats data portal for regional economic development.
- Differing opinions about economic development structure – should there be industry at the table as this changes the dynamics.

6. **New Business**

- a. Draft Policy – Payment – provided as information.
- The current COVID pandemic travel and gathering restrictions have presented an opportunity to review BRAED’s policies for payment of receivables. A change from a cheque-based system to online payments will be more efficient. Also being considered is the need to have monthly recurring payments signed by Executive Members one approved by the Board of Directors in the annual budget.

Considering these discussions, staff has drafted a policy for consideration. This was distributed formerly and an amendment to include Electronic Transfer of Funds was added.

The policy will be brought forward to the Board of Directors on December 17, 2020 for approval.

7. **Management Report – Cathy Goulet**

- a. Report to Operational Plan
- Value-added agriculture – continuing to cross promote events and newsletters. The project 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 the fourth quarter. BRAED is still in discussion with GOEast however, we may not be able to co-deliver this project.

Moved: S. Cook

CARRIED

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

- A decision to fund a web maintenance function has added a line item to the budget which is being recovered with under spending in other categories. BRAED is still on track to realize a small operational surplus in 2020-21. Due to 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: P. MacQuarrie

CARRIED


9. **Next Meetings**

- a. BRAED Executive Meeting – 8am, Friday January 22, 2021 via ZOOM
- b. BRAED Board of Directors Meeting – 6pm, Thursday March 18, 2021 via ZOOM

10. **Adjournment:**

Chair B. Ducherer adjourned the meeting at 5:40pm


 Stan Schulmeister, Secretary


 B. Ducherer, Chair

Date: Sept 27 / 21

Date: Jan 8, 21