



MINUTES

EXECUTIVE COMMITTEE MEETING
Thursday March 18, 2021
Via ZOOM
4:00pm

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

Alberta Jobs, Economy & Innovation: Dawna Allard

Regrets: Ben Kellert

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. Call to Order

Chair Brian Ducherer called the Executive Committee Meeting to order at 4:05pm

2. Approval of Agenda

Motion: The agenda of March 18, 2021 be approved as presented

Moved: A. Hanson

CARRIED

3. Approval of Minutes from February 19, 2021

Motion: The minutes from February 19, 2021 be accepted as presented

Moved: M. Giebelhaus

CARRIED

4. Business arising from the Minutes

a. Definition of Eligibility for Executive Officer roles

Currently the Articles of Association definition of eligibility for Executive Officers states, "The Executive Committee positions of Chairperson and Vice Chairperson must be elected officials". Recently, it has been suggested that the line be omitted to open the positions to a bigger group

of people. After discussion, the Executive agreed to take the proposed wording change to the Board of Directors for consideration.

b. Regional EDO Roundtable

At the eRIN meeting hosted by StartUp Lloyd on March 3rd we heard about the DMS Shop Here program which offers free online store setup for qualifying businesses. BRAED was able to have the program extended to our communities. This information has been sent to the area economic development officers.

D. Allard (Alberta Jobs, Economy & Innovation) mentioned that the province might be doing something after this fiscal year end. It would be the beginning of April before the Government of Alberta has any announcements.

c. Letter to ADM Jennifer Jabbs and Executive Director Tom Mansfield

As discussed at our February 19, 2021 executive meeting, the letters to Jennifer Jabbs and Tom Mansfield have been drafted for BRAED's Chair B. Ducherer's signature

5. Project Updates

a. Value-added Agriculture Program Review

i. Next steps discussion

- The completed regional prospectus was reviewed by the roundtable of regional economic development officers and BRAED's Executive. Each community will receive the regional and its own prospectuses today.
- BRAED has been working with the regional economic development round table to discuss how to take the program to the active phase of investment attraction. It was suggested that BRAED should take the lead in regional investment attraction.
- An action plan is being developed and will be unveiled at BRAED's Annual General Meeting in June.
- It has been suggested that BRAED help member communities maximize their outcomes from this program by holding investment attraction training programs with elected officials and staff. This is included in the 2021-22 operation plan and is scheduled for the 3rd or 4th quarter, following municipal elections.

Discussion: Communities want BRAED to take the lead. Economic Development Officers don't mind participating but don't feel council would support them doing it independently.

- A. Hanson asked, "do they like what's been presented?"
- P. MacQuarrie feels that they really like it but wondered how we'd use it as a region
- C. Goulet replied "communities will be a sounding board, the action plan will be unveiled in June at the AGM"
- P. MacQuarrie said "The key for the action plan is that as EDO's we can do this work but, there is a role for BRAED. The value comes to BRAED through communities that don't have an EDO, not community specific but on a regional

basis". There has been a lot of interest around helping municipalities build their own capacity, and BRAED might host an EDA session or some training.

b. BRAED Future Direction

Executive Director C. Goulet has been interviewing experts in rural and regional economic development and has not found a model that is sustainable without significant government funding. She is in discussions with a researcher who is addressing the challenge. C. Goulet will help the researcher connect with the Alberta REDA network and she will be sharing her research with BRAED

c. Tourism industry development

At the February 19, 2021 Executive Meeting, staff was directed to host a regional round table with TravelAlberta for regional tourism operators and to look at a plan to develop out the Santa Trail program.

● **Regional Tourism Round Table**

◦ BRAED will be hosting this event via ZOOM at 10am on Wednesday March 31st. TravelAlberta's Shelley Grossman, VP of Destination Development and Marty Eberth, Director of Destination Development will be attending. BRAED's regional EDO's have provided a short list of tourism operators who have an interest in development and growth. There should be about 20 participants. The agenda is:

1. TravelAlberta's role in packaging and developing tourism product and supports for doing that
2. Red tape reduction -- cooperative marketing programs and simplifying the funding process
3. Barriers to tourism operators for developing product

◦ Dawna Allard commented that BRAED's timing was excellent and that BRAED is doing great making sure their face and region is out there.

● **Santa Trail program – Bobbi Menard**

B. Mennard presented a low-cost approach to delivering this program in 2021. Despite COVID, Q2 is when the active planning should begin to design the parameters of the goals for Santa Trail 2021. Then, slowly begin building community awareness and recognition. Once a plan is agreed upon, low risk and inexpensive activities to support the plan in Q3 could include:

1. Q1 – Lay the groundwork
 - a. Seek feedback and gauge stakeholder interest and engagement levels
 - b. Identify low-stakes, high -impact ways to use the FB platform to support ongoing community initiatives and events
 - c. Building communications documents to be shared
 - d. Creating the distribution lists and sequences for who to contact
 - e. Move through achievable deadlines of a slow launch
2. Q2 –

- a. More active community building and recruitment activities with regional events, businesses, and other stakeholders
- b. Increase the activity level on the One Last Trip FB page
- c. Build the “creative assets” (art, promotional content calendars, etc.) for Q4

3. Q3

- a. Active Santa Trail posting and promotion on the One Last Trip FB page. We would like to talk to TravelAlberta immediately after March 31, 2021 to see how we could partner on this program
- BRAED will look at engaging the chambers, Business associations, in every community as well as Buy & Sell Groups. BRAED needs to show a more active presence and build a following.
 - P. MacQuarrie – “this is the type of project that builds value and is really valuable to our members”.
 - There was support from the Executive to include the program in the 2021-22 Operational Plan.

6. **New Business**

a. Killick Leadership Group – BREOC Coaching Contract

BRAED contracts with Killick Leadership for management services including communications and IT support. That contract expires on June 30, 2021.

Killick Leadership was approached to provide business coaching services through BREOC and has signed a contract to

- meet with clients referred by BREOC for the purpose of assessing their business and / or business plans and providing advice and tools which will assist in well supported business decisions and activities.

In the interest of transparency, C. Goulet advised the Executive of this relationship. There was discussion about the need for a clear definition of BRAED & BREOC and what Killick Leadership is doing for each. The Executive found no conflict or concern.

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

a) Report to Operational

- Value – added agriculture
 - Activities as in the operational plan and already presented.
- Energy Sector
 - There has been little interest in this work given the global marketplace.

- Tourism Sector
 - As discussed above
- Economic recovery information. BRAED is working with WD on a potential ecommerce project. We were able to access an eCommerce program offered by Start-Up Lloydminster for BRAED region businesses.

b) Communications Update

- **KNOTice**
 - Next issue is March 26th, reminding stakeholders again to submit your economic development happenings
- **Twitter Analytics Highlights**
 - February was an excellent month because 2 tweets were 13-15 times the normal number of impressions and engagement. However, this has made the number of people reached in the first two weeks of March look like a significant drop. The numbers have returned to the long-term trend lines, slowly edging upwards of 1 – 2% per month in overall follower numbers.
- **BRAED Website**
 - Website updates are ongoing, including design elements for the regional map, fixing broken links, and updating the reports and publications page.

c) Draft operational plan 2021-22

- The draft Operation Plan was presented for approval

Motion: The Executive will approve the draft Operational plan for 2021-2022

Moved: A. Hanson

CARRIED

8. Financial Update – Cathy Goulet

- BRAED remains on track to realise a small operational surplus in 2020-21

Motion: To accept the financial update as presented

Moved: E. Kusalik

CARRIED


9. Next Meetings

- a) **BRAED Executive Meeting**, Thursday April 22, 2021, 8am via ZOOM
- b) **BRAED Board of Directors**, Thursday, March 18, 2021, 6pm via ZOOM

10. **Adjournment:** Chair Brian Ducherer adjourned the meeting at 5:20pm



Arnold Hanson, Secretary / Treasurer



Brian Ducherer, Chair

Date: April 15, 2021

Date: Sept 28, 2021