



MINUTES

EXECUTIVE COMMITTEE MEETING
Thursday April 22, 2021
Via ZOOM
8:00am

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

Alberta Jobs, Economy & Innovation: Dawna Allard

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. Call to Order

Chair Brian Ducherer called the Executive Committee Meeting to order at 8:00am

2. Approval of Agenda

Motion: The agenda of April 22, 2021 be approved as presented

Moved: A. Hanson

CARRIED

3. Approval of Minutes from March 18, 2021

Motion: The minutes from March 18, 2021 be accepted as presented

Moved: S. Schulmeister

CARRIED

4. Business arising from the Minutes

a. Government Advocacy

To support a positive working relationship with the Alberta Jobs, Economy and Innovation, BRAED continues to communicate with senior level officials. A meeting was held on April 8, 2021 between BRAED Chair Brian Ducherer and Mr. Mansfield. Also attending were regional staff Dawna Allard, Robin Luini and BRAED Executive Director Cathy Goulet.

From the conversation, the take was that the Regional Economic Development Alliances (REDAs) and JEI will proceed on a transactional relationship, transitioning from a more closely aligned strategic alliance of the past.

- REDA's are only one of the relationships
- There was no indication that the current funding agreement to 2023 was not in good standing.
- 2023 there may be funding but not necessarily for REDAs
- Looking at REDAs based on capacity, will they be able to deliver
- 7 or 8 REDAs all trying to figure out what their future looks like

Dawna Allard mentioned "BRAED does good work and has value"

5. Project Updates

a. Value-added Agriculture Program Review

i. Next steps discussion

- o The Value-Added Agriculture project has now transitioned to implementation of investment attraction activity.

Update:

On April 8, 2021 BRAED's Executive Director met with Jamie Curran, Assistant Deputy Minister, Trade, Investment and Food Safety Division and Agriculture and Forestry (AF) and Nancy Wu, Executive Director, Export and Investment Branch to discuss a working relationship. AF strongly supports BRAED's pulse and canola processing value proposition. They approved the information included and the graphic appeal of the document. Since the re-focus of the ADM's division, they have met with Calgary Economic Development, Edmonton Global and BRAED to discuss potential working relationships. An ongoing relationship is anticipated, and the following agreed as follow-ons:

- We will present the BRAED Canola and Pulse Processing Value Proposition to the AF Investment Attraction Case Leads Working Group on May 26, 2021. The team is focused on investment attraction and business growth in value-added agriculture advancement. BRAED will do a 25–35-minute presentation focusing on Agri-value added opportunities in central Alberta and will include
 - o Highlights of BRAED's investment attraction resources
 - o Highlight what the communities in the region are targeting for value-added agriculture and any inventory of existing available buildings and Agri-industrial parks in these communities
 - o 10-15 minutes for questions
- There is work to be done on capacity building. Alberta Jobs, Economy and Innovation, Dawna Allard offered to help with a workshop. Looking to build out relationships, BRAED Executive Director C. Goulet extended an offer to Nancy Wu, Executive Director, Export and Investment Branch to help with this workshop
- o Plant Protein Alliance of Alberta (PPAA) has announced that their funding has been rescinded and they will no longer be able to operate. BRAED did work closely with this group.
 - BRAED has supported PPAA, could there be a possibility for BRAED to somehow step into PPAA's loss?

- Alberta Agriculture and Forestry knows BRAED is informed.
- They are potentially looking for a position in the North West corner of the BRAED region. BRAED was able to provide a very promising lead in the town of Tofield Industrial park that could be a fit for a hemp facility.
 - B. Ducherer – “The KNM building at Tofield is what they’d like to get”
 - BRAED Executive Director had a conversation with Lori-Jo Graham: Senior Investment Attraction Officer – Government of Alberta. Initially they were looking for something closer to Edmonton, but price was too high.
 - Can the BRAED Region compete dollar wise on land?
 - B. Ducherer – “BRAED’s doing good work, we’re getting out there”

b. Tourism industry development

● Regional Tourism Round Table

- BRAED hosted 24 participants on Wednesday March 31, 2021 including 13 operators and 8 BRAED member representatives. The agenda included a review of BRAED’s mandate and tourism industry development role. TravelAlberta’s VP of Destination Development, Shelley Grossman, and Marty Ebert, Director of Destination Development presented on TravelAlberta’s role in packaging and developing tourism products and supports. Due to this presentation being ahead of public release the slide deck is not available for sharing. There was follow up discussion on the presentation as well as two other topics proposed by the EDO roundtable.
 - i. Red tape reduction – cooperative marketing programs and simplifying the funding process
 - ii. Barriers to tourism operators for developing product
- One of the operators on the call mentioned this was the first time they had been asked to participate in a tourism development conversation. A follow up survey was sent out along with meeting notes. While response was low, those replying felt the roundtable was useful or very useful and there appears to be support to continue the conversation.

● Santa Trail program

- Following the Executive and Board’s support for this program, preliminary work has begun. We will begin laying foundational work to build awareness and contacts. Specifically, we will be asking members for names/contacts of any EDO initiatives, community groups, retailers, associations, events or other candidates for One Less Trip promotion. Messaging has been developed for this first phase.
- What is a great One Last Trip organization to promote?

Groups / People who you believe have a reputation of engagement and participation in community and promotion. We will try to invite everyone, but to manage the program with limited resources we’re respectfully asking for participants who you believe with BRAED will be proud to promote via One Last Trip and Santa Trail.

- **EDO Initiative**
 - (a) Any community staff-led promotion for local business that we can promote of FB
 - (b) Any community/business group partnership for the holidays
 - (c) Any community organized Christmas event: parade, Christmas Light up, or (if we're still in Covid) an online celebration
- **Any community group that has**
 - (a) A track record of one past promotional holiday event in your community
 - (b) A new or long-lasting community group that does holiday activities on behalf of the community
 - (c) Charitable Holiday fundraisers
- **Retailers**
 - (a) Community events hosted by retailers that feature free or new activities themed around the holidays
 - (b) Must be locally owner and operated
 - (c) NOT – retail discounts/sales events
 - *One Less Trip will try to do shout outs of various retailer promotions as they interact with the Facebook Page. We cannot guarantee this though if we get too many, we cannot work to individually contact every single retailer in the region
- **Associations**
 - (a) Any known retail association with a good reputation for locally produced products or locally owned/operated retailers
 - (b) Association that works with local producers on holiday themed activities that are open to the public
- **Local Makers/Producers**
 - (a) Any makers/producers who have holiday themed events
- Discussion:
 - E. Kusalik, "Nice to see the something positive like the Santa Trail Initiative back for fall 2021"
 - B. Kellert, "It's important to become creative in our communities. With borders closed we need to take pride and promote the things we have going on"
 - A. Hanson, "BRAED needs to step into a space where we can promote and feature small businesses (example Bruce Hotel)"
 - D. Allard, "Quite a few groups tie in Ag Tourism and they have until April 30th to apply for a co-operative grant. These are not matched grants". "There's a lot of opportunity coming. Stay tuned to the TravelAlberta Industry page for a Small capital investment program"
 - B. Ducherer, "Any opportunity for BRAED?"
 - C. Goulet, "Does BRAED apply for support for the Santa Trail Program through TravelAlberta Funding?"
 - A. Hanson, "If there's a chance to get funding, let's do it"
 - P. MacQuarrie, "The Santa Trail might not have enough scope. The ask should maybe be for all 4 seasons and develop a bigger project"

- o C. Goulet, "I really like the idea of take the Santa Trail and making it bigger in less challenging seasons"

Directive: BRAED's Executive Director will put together a proposal for the Santa Trail Program through TravelAlberta's funding.

- o P. MacQuarrie, "Partnership marketing – investment up to \$100,000 and nonmatching, we can think big on this one, a large regional project"
- o B. Ducherer. "Opportunities are better when we work together"
- o D. Allard, "Partnerships are what's being looked at"
- o Pull together BRAED, the City of Camrose and the EDO Network
- o Develop out the Seasonal Santa Trail, what do you have in your community that would draw people.....every town has something!

Directive: P. MacQuarrie – friendly amendment to the directive – BRAED's Executive Director to develop a loop style application and apply through TravelAlberta for the Partnership Marketing grant.

CARRIED

<https://industry.travelalberta.com/programs-tools/tourism-investment-program/capital-investment>

6. New Business

a. BRAED Website Maintenance contract

The Executive Committee had asked that a regional website maintenance provide be engaged to take over this task from Outlook Market Research. The EDO network was asked for suggestions on local, competent website firms. Three were suggested and two submitted proposals. Second Revolution Communications provided a solid proposal and an interview with them was very productive. Based on their proposal, services for Second Revolution Communications' services in 2021-22 would be:

- Transition (one time set up fee)	\$180.00
- Weekly platform maintenance	\$1080.00
- Content posting and updates 4 hrs monthly at \$90.	\$432000
- Annual Fees to a maximum total of	\$5580.00

E. Kusalik, "what's the saving to BRAED and what's the timeline?"

C. Goulet, "it's a wash but brings the business to local from May 1, 2021 – March 31, 2022"

Motion: The contract for Website maintenance be award to Second Revolution Communication

Moved: E. Kusalik

CARRIED

7. Management Report – Cathy Goulet – presented as information

a) Update

In addition to the work discussed in this agenda package, the following has received attention:

- Investment attraction
- Year end
- BRAED's Laptop

Motion: To accept the management report as presented

Moved: M. Giebelhause

CARRIED

b) Communications Update

○ **KNOTice**

- Next issue is scheduled to go out May long weekend
- The focus has been on moving the KNOTice from Constant Contact to a free HobSpot platform. Working with Outlook Market Research to install the enabling widget on BRAED's website to enable subscriptions.

○ **Twitter Analytics Highlights**

- Original tweeting is challenging currently as BRAED's usual connections have been less active. Overall, @BRAEDalberta continues to have good response given the investment and follower numbers continue to slowly rise

○ **BRAED Website**

- Updates have started on the Website, including design elements for the regional map, fixing broken links and updating the reports and publications page. Work is underway to transition the site to a new maintenance firm.

Motion: To approve the Communications update as presented

Moved: M. Giebelhaus

CARRIED

8. Financial Update – Cathy Goulet

- The decision to fund a web maintenance function has added a line item to the budget
- The 2019-2020 yearend accountant's review costs are significantly lower due to the reduced need for year end adjustments
- There is a slight increase in management fees to Killick Leadership Group under professional fees. This reflects the allocation of GST paid to the expense account which was not budgeted for
- Due to 2021 – 22 membership fees of \$33,729 being received before March 31, 2021 yearend, the income statement is somewhat overstated

- Prior to yearend adjustments by the accountant, BRAED has a yearend surplus to budget of \$14,953
 - Paid membership fees, as of April 21, 2021, \$38,092 of an anticipated \$46,131.25 has been received. Invoices are due April 30, 2021 and we have not had any indication that the remaining will not be received.
- B. Kellert asked why BRAED is paying so much in rent? It seems higher than what was paid in Killam', his understanding was that it would be a lot less
- C. Goulet, "the amount we pay now includes rent and administrative support, compared to previously when rent and administrative support were separate"

Motion: To accept the financial update as presented

Moved: A. Hanson

CARRIED

9. Next Meetings

- a) **BRAED Executive Meeting**, 8am Friday May 21, 2021 Tentative
- i. Check Schedules

Discussion:

B. Kellert, "Meetings held on third Fridays have been a conflict. Asked that other meetings he attends to change to second Friday, then BRAED changed. Looking for some consistency so he can schedule and attend".

B. Ducherer, to the group, "What works best for everyone"?

- E. Kusalik – "doesn't matter"
- M. Giebelhaus – "doesn't matter but prefers Thursday"
- A. Hanson, - "doesn't matter"
- P. MacQuarrie, - "Friday's work best"

Motion: To reschedule the BRAED Executive meetings to 8am on the 3rd Friday of the month

Moved: P. MacQuarrie

CARRIED

- b) **BRAED Board of Directors**, Thursday, June 24, 2021, 6pm

BRAED's Executive Director asked for some help on ideas for a speaker for the Board of Directors meeting. Who will people find engaging and want to hear?

Discussion lead to, do we need a speaker?

People are getting tired of all the ZOOM meetings, it might be better to just give members the business at hand, keep it short. If each community has a rep, \$20.00 for a meal, support local business. If BRAED can get the word out and have curbside pickup or delivery during the meeting.

It was asked if we could do a BBQ outdoors. Concerns over COVID restrictions cancelled that idea.

P. MacQuarrie then suggested Community Boxes that could go to all attendees. A BRAED celebration box. D. Allard, "if you go with the Community Boxes, be sure to contact me"

10. Adjournment: Chair Brian Ducherer adjourned the meeting at 9:53am

Roundtable:

Daysland: Ed Kusalik –

- ❖ We've had a very good response in regard to bids on the new lift station. Today is closing day and council will meet with administration to decide
- ❖ MLA Jackie Lovely will attend the ribbon cutting

Holden: Mark Giebelhause –

- ❖ Nothing new happening in Holden

Paintearth County: Stan Schulmeister-

- ❖ Open land use by law. 3rd round of public engagement, moving forward
- ❖ Couple of people are no longer with BREOC
- ❖ Things are going ok

Alberta Jobs, Economy & Innovation: Dawna Allard –

- ❖ Small / Medium Enterprise relaunch grant, 3rd offering, it's fairly wide open, as of this meeting, the links are not live yet
- ❖ 100,000 applications over the first 2 offerings
- ❖ Dawna can coach people through the application process
- ❖ Small groupings have offered assistance to businesses to go digital
- ❖ A digital e-commerce Province wide program that works in all communities
- ❖ Program needs some tweaking, a platform for small communities that can be quickly and easily put in place

City of Camrose: Patricia MacQuarrie –

- ❖ Just closed FAÇADE Improvement Grant, up to \$4,000. 00 for businesses. Received applications from 20 small businesses. It nice to see people still wanting to invest in their local business
- ❖ COVID Impact Survey – we received 107 responses and felt that was pretty good. There was a good mix of retail, personal, industry and community businesses. Willing to share the template

- ❖ BVJ was cancelled again

Town of Killam: Ben Kellert –

- ❖ Working with restaurants in town to open patios, fencing to close in an area. The creativity is great
- ❖ Father's Day weekend, hosting the Blacktop event again
- ❖ The Killam Rodeo is moving outdoor for this year
- ❖ Starting in July, Saturday downtown market will run from 10am – 2pm, the space is provided, vendor brings their own supplies to set up
- ❖ Had a meeting with MLA Jackie Lovely, things are opening up. Outdoor markets and concerts will be fine

Associate Member: Arnold Hanson –

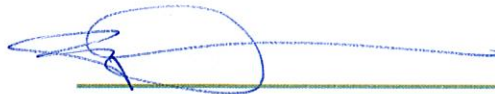
- ❖ It's extremely dry
- ❖ Calving season going well
- ❖ Agriculture is strong in the area, trucks are rolling
- ❖ Disappointing to hear that PPAA is no longer funded

Village of Ryley: Brian Ducherer –

- ❖ Accepting bids for sewer upgrade, it's a \$200,000 project
- ❖ Claystone built an office but haven't opened it yet due to COVID
- ❖ Restaurants – we're looking at closing down part of Main Street and setting up tents



Arnold Hanson, Secretary / Treasurer



Brian Ducherer, Chair

Date: June 3, 2021

Date: Sept 28, 2021