



MINUTES

EXECUTIVE COMMITTEE MEETING

Friday December 17, 2021

8:00am Via ZOOM

Executive Committee: Stan Schulmeister, Arnold Hanson, Eric Nissen, Wayne Button, Laura Yakiwchuk, Blaise Young, Larry Tiedemann

Executive Director: Cathy Goulet

Recording: Cindy Hurum

1. Call to Order

Stan Schulmeister called the Executive Committee Meeting to order at 8:00am

2. Approval of Agenda

Motion: The agenda of December 17, 2021, be approved as presented

Moved: A. Hanson

CARRIED

3. Approval of Minutes from November 19, 2021

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

Moved: A. Hanson

CARRIED

4. Business arising from the Minutes

a. Tourism Industry Development - provided as information

• **Travel Alberta Grant Application**

BRAED applied for funding for a \$30,000 project to increase the reach of the Santa Trail Project. The proposal had not been structured so that ROI could be tracked, with direction from the Executive, the project was restructured to include an online coupon function that would track redemption. BRAED was awarded \$10,000 for the project that would run until January 31, 2022

• **Pilot project based on a \$10,000 budget and 7-week delivery period**

- Focus on five geographical hubs with 4 businesses per hub
- BRAED will promote through Facebook and One Less Trip
- Provide promotional posts to the partnering communities for their use
- Provide a local newspaper article with quote from local mayor or councillor
- Provide a promotional post to each business with their logo and the One Less Trip Logo

- Financial Transparency Note
 - o Work completed on the Santa Trail Project 2021 was included in the Killick Management Services Contract with BRAED. With the One Less Trip/Santa Trail now being a new initiative, hours used to deliver this pilot will be billed and tracked separately to BRAED directly through the Service Providers mentioned above.

b. Canada Export Community Investments Application (CECI)

- The application will be submitted by the deadline date of November 19, 2021. We are seeking \$20K to match \$20K from BRAED resources. The Regional Development Branch has been approached to assist in setting off BRAED’s contribution. The new website would be more heavily weighted to Investment Attraction as well as a section looking at branding.

c. Value added Agriculture program

- The BRAED Agriculture Industry Roundtable has been postponed until February 3, 2022.

Motion: To accept the business arising from the minutes as presented and discussed

Moved: L. Yakiwchuk

CARRIED

5. New Business

a. Selection of Officers

- Once the Board of Directors has elected the officers, this group elects among themselves the positions of Chairman, Vice Chairman, Secretary and Treasurer
 - o The Executive meets 9 times a year via ZOOM or in person. Meetings last 1.5 to 2 hours
 - o As an executive member you are expected to attend meetings, review the agenda, give guidance to our team, provide input, and let us know what you’re hearing from your community
 - o CHAIRMAN – Chairs the meeting. The Chair and Executive Director typically meet once a month
 - o VICE CHAIRMAN – Provides back up support to the Chairman
 - o SECRETARY / TREASURER – Cindy takes notes at all meetings, prepares cheques and payments. Two positions are required to sign cheques and minutes
 - o Four (4) positions open at this time
 - Chairman
 - Vice Chairman
 - Secretary
 - Treasurer
 - o Open for discussion on combining Secretary / Treasurer position –
 - S. Schulmeister: “it works to have secretary / treasurer combined, what’s the consensus”?
 - All agree with one position

Chair Election

- Executive Director C. Goulet called for nominations for Chairman
 - A. Hanson nominated Stan Schulmeister
- Executive Director C. Goulet called for nominations for Chairman
- Executive Director C. Goulet called for nominations for Chairman
 - Stan Schulmeister elected as Chairman

Vice Chair Election

- Executive Director C. Goulet called for nominations for Vice Chairman
 - B. Young nominated Arnold Hanson. Arnold is not an elected official
 - Executive Director C. Goulet called for nominations for Vice Chairman
 - A. Hanson nominated Laura Yakiwchuk
 - E. Nissen moved nominations cease
 - Laura Yakiwchuk elected as Vice Chairman
- Executive Director C. Goulet called for nominations for Secretary / Treasurer
 - L. Tiedemann nominated Arnold HansonExecutive Director C. Goulet called for nominations for Secretary / Treasurer
 - S. Schulmeister moved nominations cease
 - Arnold Hanson re-elected as Secretary / Treasurer
- i. Appointment of bank signing authorities (3)**
 - Arnold Hanson to continue

Motion: To assign Laura Yakiwchuk and Wayne Button as new signing authority for BRAED

Moved: A. Hanson

CARRIED

Motion: To removed Ed Kusalik and Brian Ducherer as signing authority for BRAED

Moved: S. Schulmeister

CARRIED

b. Discussion – Executive meetings schedule to yearend

- S. Schulmeister asked if there was any concerns oner 8am ZOOM Meetings and what day works best for everyone?
- L. Tiedemann replied that first week or last week works best for him
- Executive Director mentioned that if BRAED Executive meetings were the first week the financial reports would be a month behind. End of month would see these reports up to date
- L. Yakiwchuk, S. Schulmeister and B. Young all agreed that the day is irrelevant

Motion: The BRAED Executive meetings will be held the last Friday of the month at 8am

Moved: L. Yakiwchuk

CARRIED

6. Project Updates

a. Community Engagement Program

The Fall Tourism Roundtable was delivered on December 2, 2021, with good feedback. Should BRAED look at planning a March 2022 Roundtable?

- B. Young (Forestburg) attended Dec 2nd. Great set up and speakers, *absolutely excellent* information.
- C. Goulet thought the spring meeting felt like an information push whereas the fall meeting was more of a conversation
- B. Young thought the fall meeting was much more useful in making contacts

Investment Attraction Training for Elected Officials

- Planning has already started. We want to deliver this workshop in late February 2022. BRAED has asked Invest Alberta to fund a speaker.

Member Orientations – WHAT is BRAED

- Two online orientations were hosted on November 30, 2021 for new and returning members. Both were well received. During COVID it's been a challenge to stay engaged and visible to community members.

DIRECTIVE: BRAED's Executive Director will move forward with the planning and scheduling of presentations to councils. Online and possibly in person.

7. Management Report – Cathy Goulet – presented as information

- a. Update –** Management activity has been reported in other areas of this agenda. Work since our December 9, 2021, Board of Director's meeting has focussed on the Travel Alberta Pilot Project Launch and rescheduling the Agriculture Industry Round Table.
- REDA program remains under funding financing pressure but continues to work hard to secure funding. The previous hard work by the REDA's resulted in \$50,000 until March 31, 2023
 - REDAs are looking at how to restore funding from the province and what they may be approving going forward
 - The REDA's will continue to be under Minister Schweitzer (Jobs & Economy) instead of moving to Minister Horner
 - S. Schulmeister mentioned that Minister Horner would like to see funding increased to the REDAs, he will keep pushing. Minister Ric McIver (Municipal Affairs) is also interested in more REDA funding. Let's keep our fingers crossed.
 - C. Goulet, "the conversation around funding for the last year and a half has been looking at a model that doesn't rely on Government funding and we are not seeing it. Nobody is seeing it"

MOTION: To accept the Management Report as information

Moved: L. Yakiwchuk

CARRIED

- b. Communications Update –** repeat from Board of Directors Meeting

- KNOTICE Highlights –
- BRAED’s November issue of the KNOTice had the single highest open rate ever, at 58.9% compared to a historic rate of open at about 41%. This number is about 3X higher than industry averages. We can only speculate as to why but do anticipate the regular open rate will return with future issues.
- Facebook, One Less Trip and Santa Trail -
- To date we have posted and or reposted twenty times related to the Santa Trail promotion. Due to inconsistent posting of original content, we have realized a declining level of engagement. BRAED needs members to send original artwork that can be used to build original content. Again, due to COVID uncertainty, partners were unable to commit to community events early leaving us unable to build the momentum we had hoped for earlier in the fall.
- Website www.braedalberta.ca -
 - BRAED applied for a \$20,000 CECEI grant to be match by BRAED if the grant is approved, with notification usually coming in February.
- Twitter Analytical Highlights –
 - BRAED continues to post 1 – 2 fully original tweets per week and engage with other active accounts in our region, as well as with other accounts that have a reliable take on economic sectors impacting our region the other 3-4 business days. It’s interesting to note that Killick Leadership began active management of BRAED’s Twitter account in May 2019. The account has grown by almost 200 followers since then. Impressions per month are about 2500 views with numbers up in the summer months with tourism and agriculture, traditionally lower in the winter

8. Financial Update – provided as information

a. Report on Board of Directors’ meeting

- BRAED held their Board of Directors’ Meeting December 9, 2021, at the Bruce Hotel. BRAED budgets \$500 for these meetings. Net cost after registrations for December 9, 2021, was \$411.95

b. Request to pay Killick Leadership Expense Claim

- With BRAED just holding Election of officers, the new signing officers for banking transactions are not in place, this will take a few weeks. Being that BRAED will be unable to execute cheques, Killick Leadership is asking the Executive to direct Administrator, Cindy Hurum be able to pay invoice 21-15 in the amount of \$2176 for expenses incurred for the Board of Directors meeting by electronic transfer.

Motion: That Killick Leadership invoice in the amount of \$2176.00 be paid by electronic bank transfer

Moved: A Hanson

CARRIED

c. Statements to November 30, 2021 – provided as information

d. Variance to Budget

- ❖ As previously reported BRAED has experienced small variances. At this time, a combination of slightly higher revenue and under expenditures sees the operating income to date at \$6215 higher than anticipated YTD. With plans to reallocate funds in member engagement to website redevelopment, BRAED should anticipate being slightly under budget at year end 2021/22

Motion: To accept financial reports as presented and discussed

Moved: L. Tiedemann

CARRIED

9. Next Meetings

- a. BRAED Executive 8am Friday January 21, 2022– Location TBD
- b. BRAED Board of Directors, 6pm, Thursday March 24, 2022

10. Adjournment: Stan Schulmeister adjourned the meeting at 9:05am



Stan Schulmeister, Chair



Arnold Hanson, Secretary / Treasurer

Date: March 7/22

Date: Mar 7, 22