



BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT

Message from the Executive Director

Welcome aboard! While it is always sad to say goodbye to BRAED Board Members, we also look forward to meeting new leaders from our member communities. And reconnect with returning members after the pause that always accompanies a municipal election. BRAED has a full winter season planned with several upcoming economic development and industry attraction events.

We've also been busy advocating for the BRAED region with provincial and federal strategic partners. If you are at the RMA or AUMA conventions in late November, come find me at the Regional Economic Development Alliance trade show booth. And finally, a personal thank-you to Brian Ducherer, Ed Kusalik and Mark Giebelhaus for their service on the BRAED Executive for the past few years. It was a genuine pleasure.

Cathy Goulet
Executive Director





Welcome to Minister Horner

Nate Horner was appointed as Minister of Agriculture, Forestry and Rural Economic Development on November 5. As he moves forward in his work you can follow him on:

[Facebook](#)

[Twitter](#)

[Government of Alberta](#)

BRAED Executive Appointments

Elections for the BRAED Board of Directors Meeting will be held at the next Board of Directors meeting on December 9, 2021 in Bruce, Alberta.

Executive seats are distributed by jurisdiction size. We will fill the following executive positions from our appointed member representatives who comprise our board of directors:

- Village,
- City or Town,
- County/MD, and
- Three members at large (one of whom may be an economic development officer). Arnold Hanson, Member at Large, continues until December 2022.

If you are interested in an executive role, email Cathy Goulet

executivedirector@braedalberta.ca for details.

BRAED Board of Directors Meeting

RSVP Today! Directors, email admin@braedalberta.ca

When: 6pm December 9, 2021

Where: Bruce Hotel, Bruce AB

Member Capacity & Development

Facebook for Your Community

Facebook for communities can be challenging. Citizens view Facebook and social media from a different perspective than municipal staff.

An engagement plan for your social media team (or person) can make a positive difference in how your community members comment and engage on Facebook. It can help your message be heard and understood all while managing the amount of resources required to keep up on engagement.

This Lunch & Learn session is exclusive for BRAED member communities to learn and adapt skills, tools and strategies that simplify managing Facebook.

What: Facebook for Your Community Lunch & Learn

When: November 24, noon

Where: [Eventbrite Click to register](#)

Tourism Industry Roundtable

Tourism strategies in Alberta continue to evolve. Operators and community leaders will benefit from hearing about:

- Post-Covid Tourism Recovery - Tourism Alberta
- Road trip Savings Passport - Go East of Edmonton
- Santa Trail 2021 - BRAED

What: BRAED Tourism Industry Roundtable

When: Thursday, December 2 9am -11:30am

Where: [Eventbrite Click to register](#)

Value-Added Agriculture Roundtable

Save the Date!

10am - Noon, December 16, 2021

Put your name on the attendee list and get reminders:

Email admin@braedalberta.ca

Feature - Statistics and Data of Interest

Water availability has the potential to be a key economic growth determinant in the BRAED region in the future. This includes surface water as lakes and reservoirs, well water for rural residents, water infrastructure connectivity and waste water capacity. BRAED's recent experience with investor searches for high-intensity agriculture shows that investors are looking for easily accessible waste water capacity in a municipal location. We're aware that potable water accessibility has a direct impact on residents' quality of life and property values.

BRAED will continue to monitor the impact water has on our regional economy, economic development planning, and municipal water policy.

One very interesting and accessible way to look at groundwater availability in our region is the Hydrogeological Regions of Alberta map from the Alberta Energy Regulator and the Alberta Geological Survey. You can, "discover the different groundwater settings in Alberta based on geology, physiography, and climate."

The BRAED region overlaps with areas 4-Central Plains and 5-Eastern Plains and Buried Valleys.

Find a link to the map on the [front page of BRAED's website](#).

Business Support Programs

Resources & Funding Opportunities for Business

The [Alberta Jobs Now Program](#) is providing funding to not-for-profits and business that are hiring.

Business Link has a [Digital Economy program](#) with free training for businesses in digital marketing. There are opportunities to apply for digital marketing services provided by program partners.

AUMA & RMA In Person for 2021

We're confident most KNOTice readers have the [Alberta Urban Municipalities Association](#) and [Rural Municipalities Association Conferences on their Calendar](#).

Cathy Goulet, BRAED's executive director, will be at the Regional Economic Development Alliance booth at the trade shows. Stop by and say hello. We look forward to seeing you out and about, making connections.



Contact Us

www.braedalberta.ca

[Email](#)

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