

Alberta SouthWest Regional Alliance

Minutes of the Board of Directors Meeting

Wednesday, September 4, 2024–Country Encounters, Crowsnest Pass



Board Representatives

Brad Schlossberger, Claresholm
 Barbara Burnett, Cowley
 Blair Painter, Crowsnest Pass
 Cam Francis, Cardston County
 Kevin Todd, Nanton
 Barbara Clay, Waterton
 Tim Court, Cardston

Guests and Resource Staff

Greg Long, LRSD
 Sacha Anderson, CF Crowsnest Pass
 Marie Everts, JET
 Brandie Lea, PrairiesCan
 Bev Thornton, AlbertaSW

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| 1 | Call to Order/ | Vice-Chair Brad Schlossberger called the meeting to order. |
| 2 | Approval of Agenda | Moved by Blair Painter THAT the agenda be approved with addition of Blackfoot Signage Project update
Carried. [2024-09-912] |
| 3 | Approval of Minutes | Moved by Cam Francis THAT the Minutes of July 31, 2024, be approved as presented.
Carried. [2024-09-913] |
| 4 | Approval of Cheque Register | Moved by Kevin Todd THAT cheques #3438 to #3449 be approved as presented.
Carried. [2024-09-914] |
| 5 | REDA letter to Premier Smith | Board reviewed letter and, further to motion 2024-07-909, will send letter with discussed revisions. |
| 6 | REDA Chairs/Managers meeting | A meeting to discuss possible next steps for REDAs is being scheduled for Tuesday, September 24, in Red Deer, prior to Alberta Municipalities Convention. Bev will share details as agenda is finalized. |
| 7 | AlbertaSW Operations Summary | Draft of project summary reviewed.
Board prefers full summary, and in print form as well as digital to share with Councils. Bev will update the document and print copies for next meeting. |
| 8 | MECAP Speaker Series Plan | Phase 2 of Manufacturing, Energy, Construction, Ag Processing project will be an “Industry Leaders Forum” and speaker series on the following dates, 3rd Wednesday of each month from 12 noon to 2:00pm:
Wednesday, September 18 Manufacturing (virtual)
Wednesday, October 16 Workforce (in-person)
Wednesday, November 20 Supply Chain (Virtual)
Wednesday, December 18 Agri-value (Virtual)
January TBD Energy |
| 9 | New NRED Guidelines | Board reviewed new guidelines and discussed project possibilities.
Bev will begin a draft project description and circulate for added input. |

10	Blackfoot Signage Project	<p>The pilot project, led by Community Futures Lethbridge Region is deemed a success, and funding will be secured for Phase 2.</p> <p>There is interest in expanding the opportunity and making it open to AlbertaSW businesses and communities.</p> <p>An important part of this will be to engage the Piikani Nation to assist with correctness of translation and interpretation and strengthen partnerships and relationships. It is an opportunity to further build upon the principles of the MOU in place with Blood Tribe.</p>
11	Executive Director Report	Accepted as information.
12	Round table	Accepted as information.
13	Upcoming Board Meetings	<ul style="list-style-type: none"> ➤ Wednesday, October 2, 2024 location TBD; Parks Canada invited ➤ Wednesday, November 6, 2024 - TBD; date of RMA ➤ Wednesday, December 4, 2024-Organizational Meeting-Pincher Creek
14	Adjourn	<p>Moved by Blair Painter THAT the meeting be adjourned.</p> <p>Carried. [2024-09-915]</p>

Approved October 2, 2024.....

Executive Director Report September 2024

MEETINGS and PRESENTATIONS

Sept 4: Blackfoot Signage project meeting

Sept 4: AlbertaSW Board Meeting, Crowsnest Pass

Sept 5: Meeting with GoGood Travel and Flying compass, Zoom

Sept 9: Meeting with Travel Alberta and SCR re: overview of TDZ consultations, Teams

Sept 9: Meeting with Aimee Benoit, Heritage Canada Funding programs, Teams

Sept 10: RINSA planning meeting, Lethbridge

Sept 10: Tourism Lethbridge Advisory Committee Meeting (regrets)

Sept 11: Planning meeting with Energy Futures Lab, Zoom

Sept 11: Meeting with MediaPlanet (National Post) re: regional promotion, Zoom

Sept 12: Highway3 Twinning Development Association meeting, Lethbridge

Sept 16: Consultation meeting with Travel Alberta, Pincher Creek

Sept 17: REDA Managers Meeting, Zoom

Sept 17: Energy Futures Lab convening team meetings, Zoom

Sept 17: present mapping project idea to University of Lethbridge Geography 3700 class, Zoom

Sept 18: Economic Development Lethbridge board meeting, Lethbridge

Sept 18: Session 1 of MECAP speaker series, Zoom (16 participants)

Sept 24: REDA Chairs and Managers in-person meeting cancelled (Red Deer)

Sept 24: NRED information webinar, Teams

Sept 25: Meeting with Geography 3700 student team, professor, and InnoVisions re: mapping project, Zoom

Sept 26: MECAP planning meeting conference call

Sept 26: IEDC-AEDO Accreditation Committee meeting, Zoom

PROJECT MANAGEMENT and REPORTING

- Presentation ideas for Energy Futures Lab (EFL) pilot project development
- Coordinate REDA stories for 2025 EDA Invest/Xperience magazine
- Compile RBL updates
- Continued tweaks to new website and on-line tools
- Scenario planning for Crown of the Continent Geotourism Council
- REDA managers plans and ideas for next steps
- Renew subscriptions and web domains
- Planning for Southern Economic Summit March 27, 2025 tentatively at Lethbridge Agri-Food Hub
- Planning for next phase of Blackfoot Signage Project

INVESTMENT ATTRACTION and REGIONAL PROMOTION

- Continued collaboration regarding options for future REDA operations
- Participate in Travel Alberta Tourism Development Zone consultations
- Provide data and support to University of Lethbridge Geography 3700 student mapping project
- Planning for upcoming Southern Economic Summit-March 27, Agrifood Hub
- Invited to be guest speaker at opening session of Energy Futures Lab pilot project