



GROWTH Alberta
Your Business. Our Future.

t 780.674.3140 f 780.674.2777 www.growthalberta.com

5306 - 49 Street, Barrhead, AB T7N 1N5

For Immediate Release

August 26, 2009

Monthly Update of the GROWTH Alberta Board

BARRHEAD, Alberta, August 26, 2009 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held August 19, 2009.

Executive Reports

Board Chair, Pamela Marriott reported on a number of upcoming correspondence requests and gave a summary of the recent board executive meeting. GROWTH Alberta Manager, Jodi Goebel, reported on expenditures for current projects. Jodi noted that three projects remain a priority: Labour Force and Investment, Regional Opportunity Exploration and Strategic Planning.

2009-2010 Operations Plan

Business Awards

- 5th Annual Awards Gala on January 23, 2010 at Westlock and District Community Hall.
- Filming for the business videos resumed in August.
- An article featuring GROWTH Alberta and the Business Awards program will be included in the September issue of Alberta Venture magazine.

Youth Retention

- School Expo on November 18, 2009 at Barrhead Composite High School.
- Deadline for booth registration is August 31st.
- GROWTH Alberta board moved to donate \$2000 to Community Futures (CF) Tawatinaw in support of both CF Tawatinaw and CF Yellowhead East for the Northern Alberta Youth Entrepreneurship Camp (NAYEC).

Organizational Identity

- Regional Map, interior and exterior signs will soon be in place.
- Options for proud member signage will be pursued once the Tourism Brand is complete.

Network Development and Initiatives Awareness

- Grande Alberta Economic Region (GAER's) October Board Meeting will be attended by GROWTH Alberta's manager and chair.
- The Fort McMurray Fall Trade Show will be September 25-27, 2009. One or two delegates from GROWTH Alberta will attend.

Labour Force Development and Investment Attraction

- RFP Request for Proposal (RFP) expected to be distributed next week.
- BizPal launch will be at the Ramada Inn in Westlock at 11 am on Wednesday, October 14th with lunch to follow.



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Tourism Development

- Steve Fisher from Idea Market met with the committee in the afternoon to present a draft brand promise and three options for the region's visual identity.

Regional Opportunity Exploration

- Will host discussion meetings and complete the planning stage of the Education for Economic Development project proposed for 2010-2011.

Board and Staff Development

- GROWTH Alberta chair, Pamela Marriott will attend a Strategic Planning for Economic Development training course August 27-28 in Oklahoma City.
- RFP to be distributed next week to engage a consultant to create a new 5-year Strategic Plan for the Alliance.
- Board Strategic Planning Retreat to be scheduled in the fall.

Communications

- GROWTH Alberta is featured in the September issue of Alberta Venture Magazine.
- New look to the website www.growthalberta.com should be live next week, to capitalize on the exposure in Alberta Venture.

Other Business

- Swan Hills Municipal Sustainability Plan (MSP) – Waqas Yousafzai presented an overview of the MSP process in Swan Hills and progress to date.
- Review of the REDA video created by AFE took place. The GROWTH Alberta segment profiled the Youth Retention project.
- Alberta's Land Use Framework – GROWTH Alberta will correspond to Minister Ted Morton to request an opportunity to be involved in the land use planning process for our region.
- Policy and Procedure – The GROWTH Alberta executive made recommendations regarding a new mileage rate, mileage rate policy, and event policy for the Alliance.

Next Meeting

Wednesday, September 16, 2009

10:00am – 12:00pm

Council Chambers, County of Barrhead

RSVP by September 9, 2009

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Media Contact

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