



**GROWTH Alberta**  
Your Business. Our Future.

t 780.674.3140 f 780.674.2777 [www.growthalberta.com](http://www.growthalberta.com)

5306 - 49 Street, Barrhead, AB T7N 1N5

**For Immediate Release**

**July 21, 2009**

## **Monthly Update of the GROWTH Alberta Board**

BARRHEAD, Alberta, July 21, 2009 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held July 15, 2009.

### **Executive Reports**

Vice Chair, Bert Seatter reported that REDA funding has been received. Jodi Goebel, GROWTH Alberta manager, reported on expenditures for projects that have been started and those which will begin soon.

### **2009-2010 Operations Plan**

#### **Business Awards**

- The date for the 5th Annual Business Awards has been set for January 23, 2010.

#### **Youth Retention**

- The School Expo will be held at the Barrhead Composite High School on November 18, 2009.

#### **Organizational Identity**

- Interior and exterior signs have been ordered and will be installed upon receipt.
- The foyer sign has been installed.
- Jodi Goebel provided banner options for "Proud Member" signage.

#### **Network Development and Initiatives Awareness**

- Jodi Goebel attended the Grande Alberta Economic Region "Celebration of Success".
- Jodi will also attend Agricultural Service Board tours for the County of Barrhead, Westlock County and Woodlands County.
- Jodi reported on options for promotional material (reusable bags) to be distributed at School Expo and Business Awards.

#### **Labour Force Development and Investment Attraction**

- Meeting July 30 at 10 am at the County of Barrhead Office. Contact GROWTH Alberta (780) 674-3140 for more information.
- The Service Alberta BizPal Project will be formally launched in October to coincide with Small Business Week.

#### **Tourism Development**

- Meeting was held on July 15 at the Fort Assiniboine Friendship Museum.
- Steve Fisher initiated the branding process and discussed the marketing strategy.
- A partnership with Travel Alberta workshops will provide training on the tourism tool website.
- Alberta Tourism Parks and Recreation's NEW Festival and Event Planning Manual has been posted to the GROWTH Alberta website.



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Regional Opportunity Exploration

- Initial discussions for a project include a regional study to reiterate the importance of rural schools to a community and the impact on subsequent economic development.

Board and Staff Development

- GROWTH Alberta will have representation at the Strategic Planning for Economic Development Training Course in Oklahoma City, August 27-28.
- A consultant will be hired to assist with creating a multi-year strategic plan.
- The board strategic planning meeting will be held in the fall.

Other Business

- The REDA Video commissioned by Alberta Finance and Enterprise will be viewed and discussed at the next meeting to determine how it is to be best utilized.
- Event Application and Reporting forms were introduced to the board and will be used to assist with marketing, budgeting and record keeping of events attended by board members.
- Inspiring Education session (held after the June board meeting) was reviewed. The discussion focused on the importance of rural schools and economic development. It was determined that this will develop into an important regional project. We will use the rest of this year to put a plan into place and determine the direction and focus of the project.

**Next Meeting**

Wednesday, August 19, 2009

10:00am – 12:00pm

Council Chambers, County of Thorhild

RSVP by August 12, 2009

- 30 -

**Media Contact**

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