



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

December 1, 2009

Monthly Update of the GROWTH Alberta Board

CLYDE, Alberta, November 25, 2009 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held November 25, 2009.

Executive Reports

Chair, Pamela Marriott, reported on a letter sent to Diane Simsovic of Alberta Finance and Enterprise regarding the REDA Video Project. Treasurer, Caren Mueller reported on expenditures for current projects and presented the financial statement to the board for review.

2009-2010 Operations Plan

Business Awards

- 5th Annual Awards Gala on January 23, 2010 at Westlock and District Community Hall.
- Online form now available to order tickets at www.growthalberta.com
- Jazz duo will be performing background music.

Youth Retention

- Growing Opportunities School Expo on November 18, 2009 at Barrhead Composite High School was very successful.
- 60% increase in employer attendance.
- 7 schools attended; the highest number to date.
- Full report at the next meeting.

Organizational Identity

- Business cards, envelopes on order.
- New "Proudly Hosted By" banners were in place at the School Expo

Network Development and Initiatives Awareness

- Jodi Goebel (manager) attended the Grande Alberta Economic Region (GAER) board meeting on November 2, 2009.
- Barrhead and Westlock Chamber meetings were attended in the month of November.

Labour Force Development and Investment Attraction

- RFP's for two projects; Marketing and Research and the Ambassador Program have been awarded to Western Sky Management Associates Inc.
- Board is encouraged to bring forward people who can act as ambassadors for the region.

Tourism Development

- Marketing materials, affiliation recognition plaques, and the development of an invitation letter to introduce the WILD Alberta brand/website to tourism operators were discussed.
- Travel Alberta is holding a Partnering, Packaging and Promotion Workshop in Barrhead on January 27, 2010. A media launch will be considered for that afternoon.



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- Tourism Operators will be able to add their businesses to the WILD Alberta website at the Business Awards Gala in January.

Regional Opportunity Exploration

- Continue to work with Alberta Education to help develop the Education for Economic Development Project plans for next year.

Board and Staff Development

- Strategic Planning for Economic Development training course report will be presented next meeting
- Cornerstone Planning Group was the successful applicant from a group of 19 proposals for the 5 year Strategic Business Plan contract.

Communications

- New look to the website www.growthalberta.com. Website continues to gather momentum.

Other Business

- REDA MOU
 - Few changes have been made to the memorandum of understanding. Comments or questions from the board can be addressed at the office. Executive plans to sign off on it within the next month.
- Policy and Procedure
 - Four draft policies; mileage rate, illness or bereavement, donations and events were discussed and final drafts will be brought to the next meeting.
- Long Service Recognition
 - A motion was made to send a letter of congratulations to the Honourable Ken Kowalski in recognition of 30 years in politics.

Next Meeting

Wednesday, December 16, 2009

10:00 am – 12:00 pm

Pembina Hills Regional Division Office, Town of Barrhead

RSVP by December 9, 2009

Contact

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