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 22, 2009**

Monthly Update of the GROWTH Alberta Board

BARRHEAD, Alberta, December 22, 2009 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held December 16, 2009.

Executive Reports

Chairman - Pamela Marriott updated the board regarding the REDA video project and indicated that Alberta Finance and Enterprise supports the request for an edit.

Treasurer - Caren Mueller reported on expenditures for current projects and presented financial statements to the board for review. Manager, Jodi Goebel added that the Tourism Development committee may be requesting extra funds.

2009-2010 Operations Plan

Business Awards

- 5th Annual Awards Gala on January 23, 2010 at Westlock and District Community Hall.
- Online form to order Gala tickets is available at www.growthalberta.com.
- Project manager, Marcie Mazurenko updated the board regarding Business Award preparations.
- A request was made to bring forward ideas for an MC.

Youth Retention

- School Expo on November 18, 2009 at Barrhead Composite High School was very successful.
- Project manager, Marcie Mazurenko provided an event summary to the board.

Organizational Identity

- Envelopes, business cards, etc for both GROWTH Alberta and WILD Alberta are ordered.

Network Development and Initiatives Awareness

- No activity to report. Please advise the GROWTH Alberta office of relevant events in your area.

Labour Force Development and Investment Attraction

- Research and Marketing background and surveying is underway.
- Manager, Jodi Goebel discussed the Ambassador Recruitment Briefing provided by Western Sky. GROWTH Alberta aims to have at least 10 regional ambassadors in place by the end of March, 2010.
- The “Finding Work” Series project will begin in Thorhild and Swan Hills.

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Tourism Development

- The test "pre-site" will be on line within a week and a half. www.wildalberta.com
- Travel Alberta is holding a Partnering, Packaging and Programming Workshop in Barrhead on January 27, 2010. A media launch for WILD Alberta brand and website is slated for the afternoon of the meeting.
- A request for funding will be in place soon.

Regional Opportunity Exploration

- No activity to report.

Board and Staff Development

- Manager, Jodi Goebel reported that Cornerstone Planning Group will be conducting one-on-one interviews with stakeholders soon.

Communications

- Website continues to gather momentum. Business Awards tickets can be ordered through the website now. www.growthalberta.com

Presentation

Evert Smith, Sustainable Resource Development (SRD) gave a presentation on tourism and recreation projects within the region under the Land Use Framework.

Other Business

- Policy and Procedure
    - Four policies and procedures were brought to the Alliance with the recommended changes from last meeting. Motions were made to approve the policy and procedures presented for Travel Expenses, Illness or Bereavement, Donations and Events.
- Community Futures Tawatinaw Region
  Norm Bates updated the board on the Business Succession Planning Project. A motion was made to send a letter of support to Community Futures Tawatinaw Region for the Business Succession Planning Project.

Next Meeting

Wednesday, January 20, 2010
10:00am – 12:00pm
Pembina Hills Regional Division Board Room, Barrhead

Please RSVP by January 13, 2010

Please confirm your attendance with Lorraine once week prior to the scheduled meeting date.

Media Contact

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