GROWTH Alberta
Your Business. Our Future.

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5306 - 49 Street, Barrhead, AB T7N 1N5

For Immediate Release **January 26, 2010**

Monthly Update of the GROWTH Alberta Board

BARRHEAD, Alberta, January 26, 2010 — The following report provides a brief overview of the regular board meeting of the Grizzly Regional Economic Alliance Society held January, 2010.

Executive Reports

Chairman - Chairman Pamela Marriott reported that members will be receiving an email from Alberta Finance and Enterprise (AFE) requesting participation in a survey.

Treasurer - Caren Mueller reported on expenditures for current projects and presented financial statements 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.
- Attendance numbers will be similar to last year.
- Rotary and Chamber committee involvement was discussed.

Youth Retention

- School Expo on November 18, 2009 at Barrhead Composite High School was very successful.
- Project is completed and very near to spending the budget.

Organizational Identity

- Envelopes, business cards, etc for both GROWTH Alberta and WILD Alberta have been delivered. Trade show booth graphics are being updated for both GROWTH Alberta and WILD Alberta.

Network Development and Initiatives Awareness

- Pamela Marriott and Jodi Goebel will be attending the EDA Conference in Kananaskis.

Labour Force Development and Investment Attraction

- Research and Marketing background is complete and surveying is underway.
- A draft Ambassador Recruitment Program has been provided to be reviewed by the committee. GROWTH Alberta aims to have at least 10 regional ambassadors in place by the end of March, 2010.
- The committee will be hiring individuals within the region to conduct surveys on a contract/profile basis and will hire someone to oversee the project.

Tourism Development

- The “pre-site” is now on line. www.wildalberta.com

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- 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 motion was made for Jodi Goebel (manager) to attend the next Joint Economic Development Committee meeting to discuss a potential partnership on February 9, 2010.

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 during the first week of February.

Communications

- Website continues to gather momentum.
- Growing Opportunities School Expo was recently featured in the Pembina Pipeline newsletter (PHRD)
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2010-2011 Operations Plan

Jodi indicated 'new items' for next year would probably be limited to the Educational Economic Development project to remain focused on fewer, successful projects rather than more.

Other Business

- Policy and Procedure

An example Terms of Reference was provided to the board to review. The board was requested to bring policy recommendations to the next meeting to develop a model Terms of Reference.

- Rotary interest
  It was determined that regional Rotaries and Chambers will be invited to participate on the business awards committee and will receive monthly board reports with an invitation to attend regular board meetings.
- Immigration Website Grant
  A motion was made to apply for a grant in the amount of $35,000 to provide improvements to the GROWTH Alberta website with regards to immigrants and newcomers**.**
- Alberta Finance and Enterprise Update
  Wayne Winkelman reported on the disbursement of Community Development Trust Funds.

Next Meeting

Wednesday, February 17, 2010
10:00am – 12:00pm
Westlock County Council Chambers, Westlock, Alberta

Please RSVP by February 10, 2010

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

Contact: lorraine@growthalberta.com