

Minutes
Board of Directors Meeting
Veterans Memorial Highway Association
Held Friday, June 22, 2018
County of Paintearth No. 18, Alberta Room
#1 Crowfoot Crossing, Hwy. 12 and Twp. Rd. 374

Call to Order: The meeting was called to order by the Secretary-Treasurer at 11:05 a.m.

In Attendance:	Elroy Yakemchuk	County of Two Hills
	Michael Tarkowski	Town of Two Hills
	Steve Upham	County of St. Paul
	Bill Prentice	City of Brooks
	Dale Norton	County of Paintearth
	Margaret Plumbtree	Town of Vauxhall
	Sonny Rajoo	Guest
	Michael Yakielashek	Secretary – Treasurer

Absent:	Jane Stroud	Regional Municipality of Wood Buffalo
	Wayne Hammergren	County of Newell
	Cliff Wowdzia	County of Minburn

Election of Chairman: The Secretary-Treasurer called for nominations for Chairman of the Board of Directors.

Motion: Steve Upham that Elroy Yakemchuk be nominated as the Chairman of the Board of Directors.

Carried Unanimously:
There being no further nominations received Elroy Yakemchuk was elected as Chairman and took control of the meeting.

Election of
Vice-Chairman: Chairman Yakemchuk called for nominations for the position of Vice-Chairman of the Board of Directors.

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Motion: Dale Norton that Steve Upham be nominated as Vice-Chairman of the Board of Directors.

Carried Unanimously:

There be no further nominations received Steve Upham was declared Vice-Chairman of the Board of Directors.

Signing Authorities: Motion: Steve Upham and the Chairman or Vice-Chairman with the Secretary-Treasurer be the signing authority for the Veterans Memorial Highway Association.

Carried Unanimously:

Minutes: The minutes of the following meetings were presented to the Board.
North Zone District 1 Meeting March 10th, 2017
Board of Directors Meeting March 10th, 2017
Annual General Meeting June 23rd, 2017
General Membership Meeting April 6, 2018

Motion: Dale Norton that the minutes of the above noted meetings be approved as presented.

Carried Unanimously:

Financials: The following financial reports were presented to the Board.
Accounts Payable Listings: June 23rd, 2017
March 2nd, 2018
June 7, 2018
Cash Statements: March 31st, 2017 to May 31st, 2018
Budget Control Reports: March 31st, 2017 to May 31st, 2018
The Secretary-Treasurer summarized the financial reports.
The Association is in good financial position as at May 31st, 2018 with Cash Assets of \$27, 076.20 in the bank.

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Motion: Michael Tarkowski that the financial reports be accepted as presented.

Carried Unanimously:

Old Business:

Brochures:

At the Annual General Meeting and the General Membership Meeting the Board was given clear direction that the Association produce an information brochure that targeted the transportation industry as it's main objective which would provide transportation companies and drivers information on the highway, rest stops, fuel stops as well as other services which they need. It must also highlight that Highway 36 and 881 is the most direct and effective way to transport material north, south and west within Alberta.

Sonny Rajoo representing the Northeast Alberta AG Advisor newspaper has come to make a presentation to the Board of Directors to produce the brochure.

Chairman Yakemchuk called upon Mr. Rajoo to make his presentation.

Mr. Rajoo stated he would visit each community along the Highway 36 and 881 corridor to gather information about the services which they had to offer. He would also visit each Legion along the way to highlight the veterans. This way the municipalities can be showcased as well.

The total cost of production is estimated at \$12,000.00. He would require a start up fee of \$3,000.00 from the Association. The balance of the funding will be made up by generating advertising sales.

The newspaper is a family operated rural area business working out of Two Hills. Mr. Rajoo stated he understands what the Association wants to accomplish. The brochure would be a full colour production. Also press releases and web design included.

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Margaret Plumbtree asked if social media could be included Mr. Rajoo Stated it could be added. Dale Norton asked if the Board would consider going farther east or west of the highways to include the participation of those communities. The Board felt that a 25 km. distance either side of the highways would be acceptable. The Board also would like to develop and app to highlight Highway 36 and 881 which outline the services in addition to the brochure.

Mr. Rajoo stated that in addition to the trucking industry information for tourists and the general public be included as well as places of interest and community monuments. Mr. Rajoo was told to also have discussions with the trucking industry to find out what the industry would look for from the brochure. Mr. Rajoo would like to have the finished product available by November 11th, 2018. The Board was concerned that this would be an ambition time line. Mr. Rajoo was asked to leave the meeting so the Board could further discuss his proposal.

Motion: Margaret Plumbtree that the Veterans Memorial Highway Association hire Northeast Alberta AG Advisor to produce a brochure which highlights Highway 36 and 881, services offered for the trucking industry and travelling public and that an advance of \$3,000.00 be provided for start up costs.

Carried Unanimously:

Mr. Rajoo returned to the meeting room and was informed of the Board's decision and that a report be provided in August as to the progress of the brochure.

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AGM No further business arising out of the Annual General Meeting was required to be discussed.

Pilot Car Training: The Secretary-Treasurer stated that no further information has been forthcoming from the Alberta Motor Transport Association about the development of a Pilot Car Training Certificate Program. The Board instructed the Secretary-Treasurer to ask for a meeting with AMTA to discuss what is happening with the program and how the Association can be of assistance.

Courageous Companions: The Secretary-Treasurer had received an email request from the Courageous Companions Service Dog Program asking for a donation to place an ad or message in their upcoming edition of the Courageous K9 Magazine.

Motion: Steve Upham that the Veterans Memorial Highway Association not participate in the Courageous K9 Magazine Sponsorship Program.

Carried Unanimously:

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Next Meeting: The Board of Directors next meeting will be held on August 23rd, 2018.

Adjournment: Motion: Elroy Yakemchuk that the meeting be adjourned.

Carried Unanimously:

The meeting adjourned at 12:50 P.M.

Chairman

Secretary-Treasurer