

Minutes  
Board of Directors Meeting  
Veterans Memorial Highway Association  
Held, Friday December 2, 2016  
Royal Canadian Legion Branch #25  
244 – 2<sup>nd</sup> Avenue W.  
Hanna, Alberta

The meeting was called to order at 1:35 P.M. By Chairman Arnold Hanson.

In Attendance:	Arnold Hanson	Beaver County
	Robert Richard	Lac La Biche County
	Michael Simpson	Town of Vegreville
	Wayne Hammergren	County of Newell
	Ben Elfring	M.D. of Taber
	Bill Prentice	City of Brooks
	David Rattray	County of Minburn
	Sonny Rajoo	Town of Two Hills
	Michael Yakielashek	Secretary-Treasurer
	Maxine Fodress	Guest

Agenda: Moved By: Michael Simpson that the agenda be adopted as presented.

Carried Unanimously:

Minutes: The minutes of the South Zone Meeting and Board of Directors meeting held September 30<sup>th</sup>, 2016 were presented to the Board.

Moved By: Ben Elfring that the minutes of the South Zone Meeting held September 30<sup>th</sup>, 2016 be accepted as presented.

Carried Unanimously:

Board of Directors Meeting  
Veterans Memorial Highway Association  
December 2, 2016  
Page – 2 -

Moved By: David Rattray that the Board of Directors Meeting minutes of September 30<sup>th</sup>, 2016 be accepted as presented.

Carried Unanimously:

Financials:

Accounts Payable: The Accounts Payable Listing dated December 2, 2016 was presented to the Board totalling \$2,123.68.

Cash Statements: The Cash Statements for months ended September 30<sup>th</sup> and October 31<sup>st</sup>, 2016 were presented to the Board. The Statements showed a bank balance of \$12,627.46 at the end of October. The Secretary-Treasurer advised that membership invoices have been recently sent out.

Budget Control: The operational budget control for months ended September 30<sup>th</sup> and October 31<sup>st</sup>, 2016 were presented to the Board. The Association has a surplus in the amount of \$12, 627.46.

Moved By: Sonny Rajoo that the Accounts Payable Listing, the Cash Statements and the Operational Budget Control be accepted as presented.

Carried Unanimously:

Board of Directors Meeting  
Veterans Memorial Highway Association  
December 2, 2016  
Page – 3 -

Old Business:

Association Profile

And Advertising:

The Board discussed the types of promotional materials we want to produce. They identified the trucking industry and tourism as the target audience and how best to move forward.

Michael Simpson has contacts with a publisher of a recently completed advertising brochure which was done for the Yellowhead Highway Association. We could ask to talk with them about our project. Robert Richard said that 881 is not identified on a lot of the maps and materials and we have to make a point that it be included. Wayne Hambergren wants to make sure that commercial industries of all types and tourists be covered. It was also suggested we work with Travel Alberta and Canadian Badlands to further promote the effort. The website also needs work and updated to a friendlier user site to access information. Chairman Hanson advised that the Association has taken out an ad in the Legion Book of Remembrance coming out in the spring of 2017.

The Board would like to see the Association work more closely with the three Economic Development Associations, Eastern Alberta Trade Corridor, Regional Municipality of Wood Buffalo Economic Development and municipalities to make sure that our information is relevant and informative. Sonny Rajoo suggested working with the Mennonite community who travel back and forth to Mexico along the highway. There is an interim director for BRAED who should be contacted.

Board of Directors Meeting  
Veterans Memorial Highway Association  
December 2, 2016  
Page – 4 –

Next Meeting: The next meeting will be scheduled for late February or early March and we want to invite the Regional Transportation Directors a member of the Tanna Group (publisher) to discuss the advertising document.

Adjournment: Moved By: Ben Elfring that the meeting be adjourned.

Carried Unanimously:

---

Chairman

---

Secretary-Treasurer