



**MINUTES**  
**REGULAR MEETING OF THE COMMUNITY FUTURES WILD ROSE BOARD OF DIRECTORS**  
 Held at the CFWR Office: Suite #101, 331 3<sup>rd</sup> Avenue, Strathmore, AB  
 At 7:05 pm on September 5, 2024

Municipality	Name	Present (X)
Acme	Rhonda Laking	X
Bassano	Mike Wetzstein	X
Beiseker	Les Spurgeon	X
Carbon	Rose Jimmo	X
Chestermere	Janelle Sandboe	X
Hussar	Les Schultz	X
Irricana	Julie Sim	X
Kneehill County	Wade Christie	X
Linden	Flo Robinson	X
Rockyford	Leah Smith	X
Standard	Richard Bryan	X
Strathmore	Jason Montgomery	Regrets
Three Hills	Dennis Hazelton	X
Trochu	Chris Armstrong	X
Wheatland County	Amber Link	X
<b>Staff and Guests:</b>		
Chantale Sangster	Executive Director	X
Trisha Breault	CED Coordinator	X

**1. Call to Order**

Amber Link called the meeting to order at 7:03 pm

**2. Approval of Agenda**

01-09-2024	Rhonda Laking	Motion to approve the September 5, 2024, agenda as amended. CARRIED
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Chantale requested to switch the order of conversation in Section 4 D. item ii. & iii.

**3. Consent Agenda:**

- A. Regular Meeting Minutes June 20, 2024 (see attached)
- B. Financial Variance Report – May, June, July 2024 (see attached)
- C. Executive Directors Report (see attached)

02-09-2024	Flo Robinson	Motion to approve the Consent Agenda as presented. CARRIED
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4. **Strategic Priorities:**

A. **Marketing and Awareness**

B. **Collaboration & Partnerships**

i. **Business Walks in 10 shareholder Communities**

Chantale reviewed the feedback that was received from businesses during the business walks. Chantale requested approval for a marketing campaign to highlight small businesses and their impact on their communities. This would be a 4-part campaign where small businesses will be nominated or can self nominate to highlight their community involvement. At the end of each quarter one winner will be selected and will receive a prize.

03-09-2024	Flo Robinson	Motion to approve the marketing campaign. CARRIED
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ii. **Four (4) Council presentations**

04-09-2024	Leah Smith	Motion to accept the Four (4) Council Presentations report as information. CARRIED
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C. **Programs & Services**

i. **Monthly Loan Report with Arrears**

**Loan # 844Q-0524 – (\$2,652.71 Balance Owing)**

On August 12<sup>th</sup>, this file was sent to Bison Credit Collections. As per the request of Bison, CFWR has stopped all payment on this file while it is with the collection agency. Collateral held is a promissory note for \$5,000 and GSA.

**Loan # 711D-0715 – (\$43,319.38 Balance Owing)**

The interest only payment when through on August 15<sup>th</sup>, however, this payment went to pay off a portion of May's payment, so the client still has four outstanding payments totaling \$3,862.34. 30, 60, and 90-day notices have been sent out to the client and guarantor. Collateral held is a GSA on all business assets and their personal residence in Langdon, AB.

05-09-2024	Chris Armstrong	Motion to accept the Monthly Loan Report with Arrears as information. CARRIED
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ii. **Loan Portfolio Report, June - August (see attached)**

Our Loan portfolio currently at 6 loans approved, valued at \$337,740. The sectors are equally balanced between Construction, Agriculture, Forestry, Fishing & Hunting, Transportation & Warehousing, and the majority in Professional & Technical Services. There is currently \$2.8 million in CFLIP and \$1.5 million in the Investment Account. We have had 5 loans pay out this fiscal for \$273,333.

06-09-2024	Chris Armstrong	Motion to accept the Loan Portfolio Report as information. CARRIED
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ii. Draft Policy Document Review Framework (see attached)

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17-09-2024	Julie Sim	Motion to approve Draft Policy Document Review Framework. CARRIED
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iii. Draft Succession Planning Policy & IDP (see attached)

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18-09-2024	Rhonda Laking	Motion to table Draft Succession Planning Policy & IDP and direct ED to present revised draft at a future meeting . CARRIED
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**6. Closed Session:**

19-09-2024	Amber Link	Motion to Move into Closed Session at 8:53 pm. CARRIED
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- i. Loan Guarantee application (sent separately)
- ii. FWR Downstairs Renovation (sent separately)
- iii. Personnel (sent separately)

20-09-2024	Amber Link	Motion to Move out of Closed Session at 9:23 pm. CARRIED
21-09-2024	Richard Bryan	Motion to approve loan guarantee application. CARRIED
22-09-2024	Dennis Hazelton	Motion to proceed with RFP to begin the renovation to the lower level. CARRIED
23-09-2024	Mike Wetzstein	Motion to approve the changes as discussed in closed session. CARRIED

**Date of Next meeting:** October 3, 2024

**Adjournment**

Amber Link adjourned the meeting at 9:25 pm.

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**Amber Link, Board Chair**

**Vision:** Community Futures Wild Rose creates thriving communities one business idea at a time.

**Mission:** We are the trusted leader fostering business development; leading the way to economic prosperity and diversity within our region.



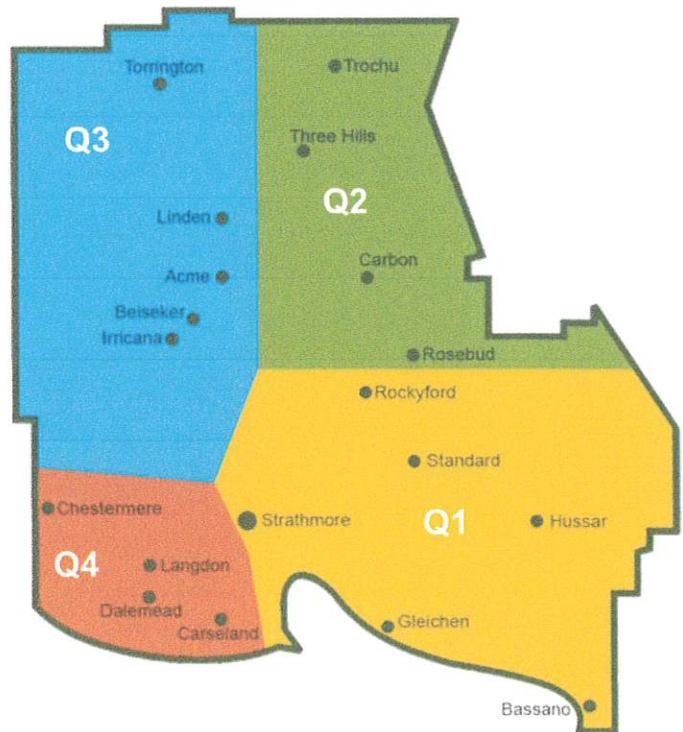
## CFWR 2025 Campaign: "Heart of our Community"

Community Futures Wild Rose (CFWR) will launch the "Heart of our Community" campaign in 2025, focused on celebrating the vital contributions of local businesses to their communities. This initiative will function as a small business award program, recognizing businesses that make a positive impact and foster community growth.

The Wild Rose region will be divided into four quadrants, and each quarter of 2025 will be devoted to one quadrant. Throughout the quarter, we will feature weekly stories about local businesses, sharing their efforts on CFWR's social media platforms to highlight the role they play in enriching their communities. At the end of each quarter, the CFWR Board will select one standout business to receive a \$1,000 award and recognition for their contributions. Nominations will open two months prior to each quarter.

### Campaign Timeline and Focus by Quadrant:

- Quadrant 1: January – March 2025
  - Communities: Strathmore, Rockyford, Standard, Hussar, Gleichen, Bassano, etc.
- Quadrant 2: April – June 2025
  - Communities: Trochu, Three Hills, Carbon, Rosebud, etc.
- Quadrant 3: July – September 2025
  - Communities: Torrington, Linden, Acme, Beiseker, Irricana, etc.
- Quadrant 4: October – December 2025
  - Communities: Chestermere, Langdon, Dalemead, Carseland, etc.



The "Heart of our Community" campaign aims to remind everyone of the critical role local businesses play in making small towns thrive and encourages the community to support them.

# Lead Up & Call for Nominations

In November and December 2024, we will be making weekly posts that playfully yet meaningfully highlight the impact of small businesses on our community. These posts will serve as a lead-up to our 2025 Heart of our Community campaign. For example, we might say, "No local sponsors? No local hockey! Local businesses keep your stick on the ice—literally," or "No volunteers? No trophies! Local entrepreneurs make every victory possible—literally!" Please see the graphics below.



As part of this initiative, we will invite the community to nominate local businesses deserving recognition for their contributions. We will publish a call for nominations ahead of the new year, but nominations will remain open into 2025.



Know a local business that deserves the spotlight for their commitment to our community?

Nominate them today!  
wildroseinfo@alberta.ca



# Business Post Templates

Each week in 2025, CFWR will use their social media channels to highlight a nominated business that has positively impacted its community. This will be done with the “Nominee Post” template below. We will need a photo from each business that will fit into the template. At the end of each quarter, CFWR’s board members will choose one stand-out business to receive an award and \$1000. Additionally, the winning business will be highlighted on CFWR’s social channels and newsletter using the “Winner Announcement” template below.



Nominee Post

*Every business will be highlighted using this template*



Winner Announcement

*One business will win per quarter*



# Stickers for Businesses

Nominated businesses will receive a PNG sticker graphic, which they can overlay on their own social media images. They can also place the graphic on their website (should they have one) with a link that directs back to the CFWR Small Business Awards webpage.



➤ An example of how a business might place the sticker on their own image for social media.

Winning businesses will receive the crest sticker to place on their website and social graphics just like they used the nomination sticker. ➤





# LOAN PORTFOLIO MONTHLY REPORT

April 1, 2024 - September 30, 2024

## COMMUNITY FUTURES WILD ROSE

101 - 331 3rd Avenue  
Box 2159  
Strathmore, AB T1P 1K2

P: 403-934-8888

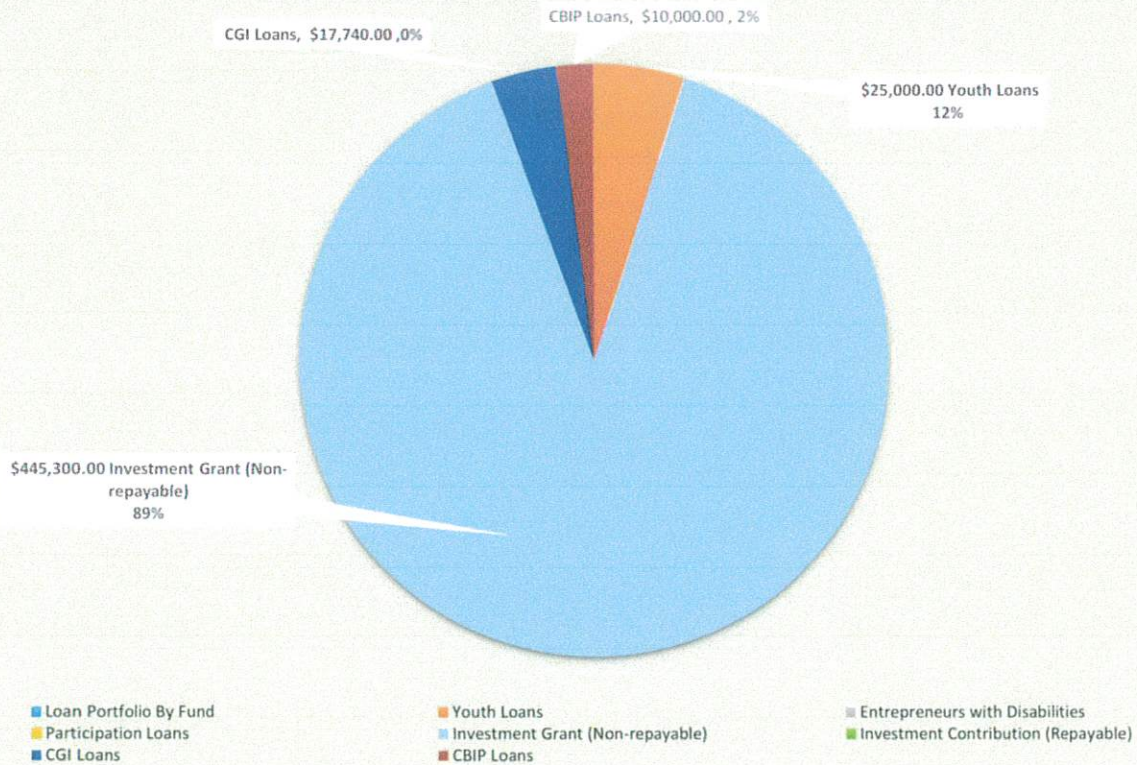
E: [wildroseinfo@albertacf.com](mailto:wildroseinfo@albertacf.com)



# TERM LOAN DOLLARS INVESTED BY FUND

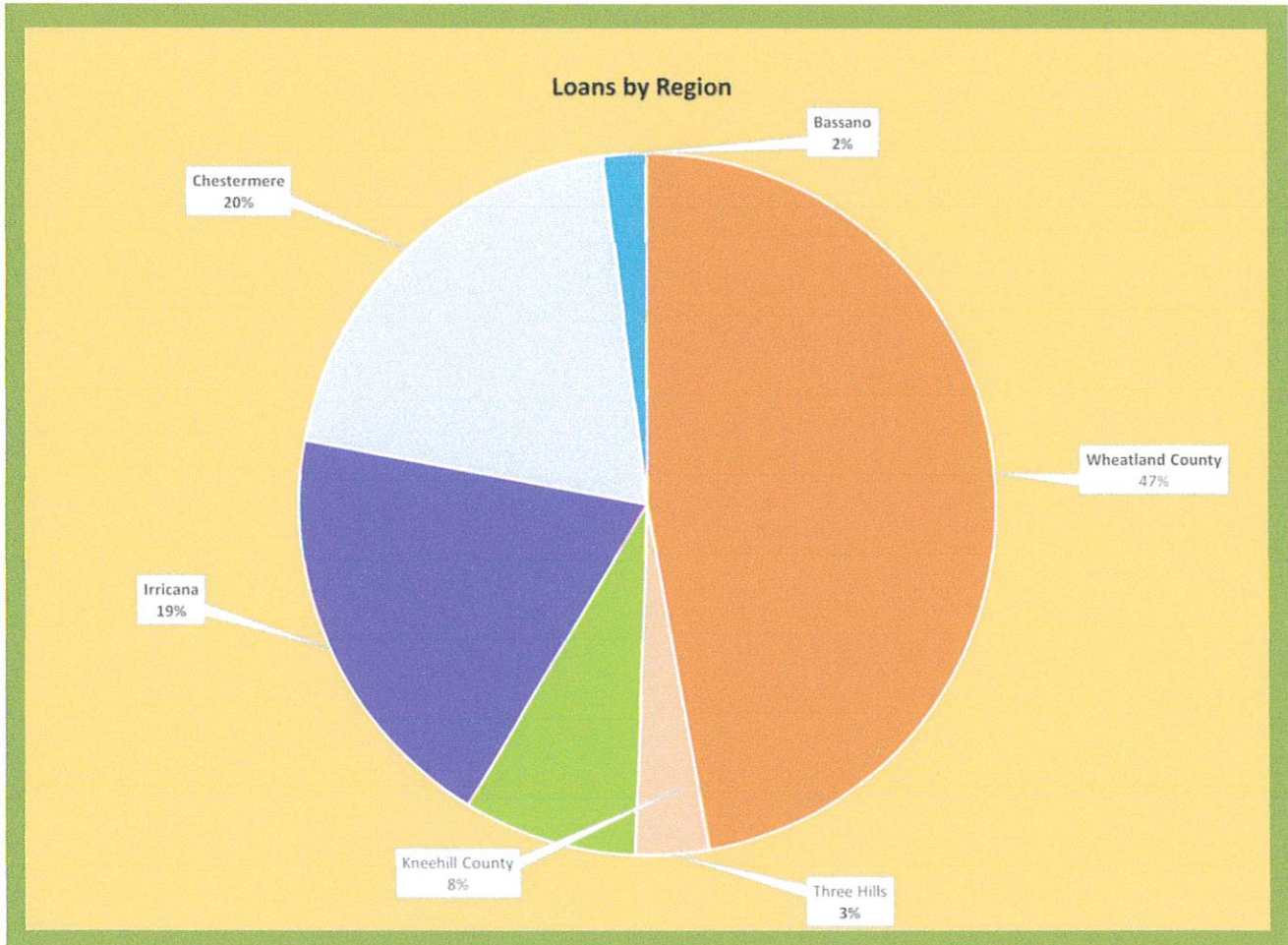
**\$498,740.00**  
**6 LOANS**

### Loan Portfolio By Fund



# TERM LOANS INVESTED BY REGION

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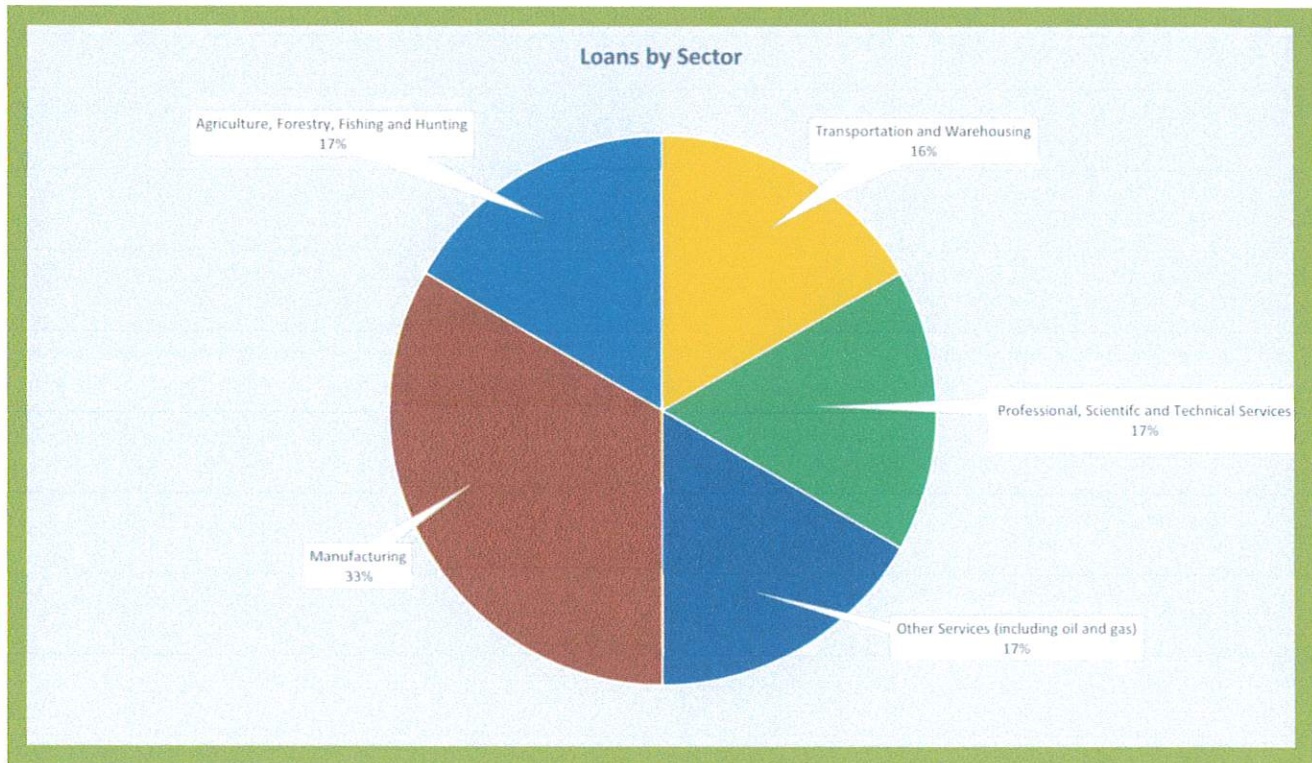
## ➤ Current Investments

Current investments are in the communities of: Irricana, Kneehill County, Wheatland County, Chestermere, Three Hills and Bassano.

# TERM LOAN DOLLARS INVESTED BY SECTOR

## ➤ Sectors that are Trending

With the disbursement of the six loans issued this fiscal year, we have achieved a representation across various sectors, primarily Manufacturing, followed by Agriculture, Transportation, Other Services, and Construction.



# LOAN PORTFOLIO RISK ANALYSIS

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Average Community Futures annual loss rate in Alberta is 4.0% to 7.0%. Community Futures organizations provide repayable loans to Small and Medium sized businesses. We are development lenders, and as such, we are expected to provide loans with a higher degree of loss or write-off risk. The acceptable loss rate should be no greater than 2.5% less than the Community Futures lending rate (**CFWR base rate is currently 8.45%**).

Portfolio at Risk (>30 days)	\$1,264	Balance O/S
Portfolio at Risk (>90 days)	\$842	Balance O/S
Provision for Loss Rate	1.84%	

<b>Loans paid out this fiscal:</b>	<b>6 loans at \$333,333</b>
<b>Investment Account Balance:</b>	<b>\$1,642,600.88</b>
<b>CFLIP Account Balance:</b>	<b>\$2,878,240.76</b>