

To: Mayor Creasey
Cc: Council
From: Matthew Goudy, CAO
Date: December 4, 2019

RE: Echo Lacombe

Thank you for your inquiry about the ECHO Lacombe Association. The group was registered as a non-profit society in 2016 and operates as an arm-length independent board. Some of their responsibilities include advertising, promotion and sales acquisition for Echo Energy, oversight of the Echo Lacombe flow-through fund, Downtown Storefront Enhancement Program and the Business Partnership Fund. ECHO's stated vision is:

To improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and healthy community.

The ECHO Lacombe Association has two main objectives:

- To encourage a spirit of collaboration and active participation within the community.
- To support, promote and lead innovative practices and ventures within the community of Lacombe.

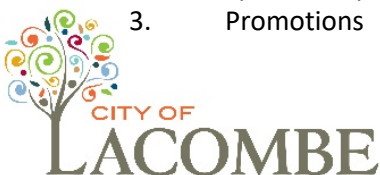
The Board makeup involves one member from Burman University, one member from the Lacombe & District Chamber of Commerce, and one member from the City of Lacombe. Councillor Jacobson is the City's representative on this board.

In addition there are five to seven community members, from the business community, a non-profit society, and the public at large. Additional information can be found in the Terms of Reference, which I have attached for your reference, as well as on the Echo Lacombe Association website, at <https://www.echolacombe.ca/home.html>.

To clarify, Echo Energy is the retailer operated by Echo Lacombe Association in partnership with Utilitynet. Echo Energy is a self-reliant fund – meaning all expenses incurred by the initiative are paid out of the energy proceeds received. Anchor member contributions to Echo Lacombe are used to support other programs spearheaded by the group.

Their unique sales proposition is that all the retailing profits are deposited into the Echo Lacombe Fund to be used for community projects and programs. Echo Lacombe uses a variety of marketing expenses to increase their profile within community and attract new customers:

1. Online advertising
2. Sponsorship
3. Promotions



4. Customer appreciation events
5. On-screen advertising

Please let me know if you would like to discuss this matter further.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matthew Goudy', with a large, sweeping flourish underneath.

Matthew Goudy, P. Eng.
Chief Administrative Officer
PH. 403-782-1254
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Our File #: 11/154/2019-246

ECHO Lacombe Association:

Vision:

To improve the quality of life within Lacombe by fostering a collaborative environment focused on cultivating innovation, nurturing a business friendly culture, promoting sustainable growth and creating a safe, inclusive, vibrant and healthy community.

Objectives:

- To encourage a spirit of collaboration and active participation within the community.
- To support, promote and lead innovative practices and ventures within the community of Lacombe.

Desired Outcomes:

- A growing and sustainable economy
- An engaging cultural scene
- A place of emotional, physical and environmental wellness
- A connected community
- Strong leadership
- Social Enterprise
- Community pride

Scope of Work:

- To achieve these objectives, the ECHO Lacombe Association board will undertake the following activities:
 - Create and adhere to an annual operating budget.
 - Solicit and adjudicate proposals for the ECHO Lacombe fund.
 - Establish, oversee and approve work of subcommittees.
 - Build a strategic plan which will be reviewed and updated yearly.
 - Promote ECHO Lacombe vision within the community.

Goals

- Goals will be reviewed and determined on an annual basis and will be supported by a plan of action that includes measurable goals.

Classification of Members

- Anchor members
 - Three total members
 - Full members with voting privileges
 - Must pay an annual fee beginning in 2016.
- Community members of which:
 - Five to seven total members

- Two must be from the business community
 - One must be from a non-profit society
 - One must be from the public at large
- Anchor Members are appointed by the three Institutions that formed the Association.
 - The terms of the public Board members shall be staggered so that a minimum of 25% of the members are appointed or elected each year.
 - Board members may serve on the Board for a maximum of two consecutive three-year terms.

Procedures

- Board will meet monthly and/or on an as needed basis.
- The majority of the committee shall represent quorum.
- The order of business is to be set out in an agenda package to be provided to the Committee members in advance of the meeting date.
- Everyone has a vote, including the chair.
- If the votes are equal for and against, the motion is defeated.

Member Profile

Members will ideally have a combination of the following traits:

- Commitment to volunteerism
- Sincere desire to grow a well-rounded community
- Good networking skills
- Inspired by innovation
- Must be one of the following:
 - Resident
 - Business Owner
 - Employee working for a business within the City of Lacombe

Annual Funding

The board is to receive the following minimum funding amounts from its anchor members on an annual basis:

- City of Lacombe - \$12,000.00
- Burman University - \$2,500.00
- Lacombe & District Chamber of Commerce - \$2,500.00

In addition, all Echo Energy profits will be directed to the ECHO Lacombe Association. ECHO Lacombe Association must provide a minimum 10% contribution to the Echo Lacombe fund from these revenues.

An annual budget shall be prepared and any new funding requested from funding partners by October 1 for the following calendar year.

Reporting to Council

- The board will provide a status report to Council annually.