



MEMORANDUM OF UNDERSTANDING
On Establishing a Partnership between Green Hectares and Parkland
County
December 2012

This Memorandum of Understanding made in duplicate as of the 31st day of December, A.D. 2012.

BETWEEN:

PARKLAND COUNTY,

A Municipality incorporated pursuant to the laws of the Province of Alberta

OF THE FIRST PART,

-and-

GREEN HECTARES,

A non-profit rural community development organization established pursuant to the laws of the Province of Alberta

OF THE SECOND PART,

WHEREAS, Green Hectares has worked extensively to develop partnerships with communities around Alberta.

AND WHEREAS, Parkland County has expressed or agreed to form a working and financial relationship with Green Hectares to develop and implement the Green Hectares Community Connector or Rural Road Show in the Parkland County.

AND WHEREAS, by working together, Green Hectares and Parkland County will be able to take advantage of the synergies that exist in both organizations' missions, core interests, activities and goals.

AND WHEREAS, Green Hectares creates opportunities for people to connect, collaborate and learn so they can be a thriving part of the agriculture industry, or a contributing force in their community.

AND WHEREAS, through such initiatives as the Intelligent Communities project, Parkland County creates opportunities for its residents to connect, collaborate and be a part of the County's thriving agricultural industry, and be contributing forces in the County.



AND WHEREAS, Green Hectares aims to build vibrant and sustainable communities - within the agriculture and food community and in rural communities across the province.

AND WHEREAS, Parkland County aims to build a vibrant and sustainable community within its borders.

AND WHEREAS, Green Hectares and Parkland County believe in partnerships. We work with communities, companies, governments and other groups that share our interest in building vibrant communities and creating sustainability in the agriculture industry.

NOW THEREFORE, The Parties hereto wish to establish the Green Hectares Community Connector in Parkland County, hire and make available a Green Hectares Community Facilitator to implement and operate the Community Connector in the Parkland County.

Project Description:

- The Community Connector offers a range of support to a community and the individuals living within it. We use existing community spaces to offer everything from 2-hour training, drop-in sessions, to one-on-one mentorship and consultations.
- The Community Connector develops and taps into a network of existing educational programs, training and business services and brings them to people living in rural communities.
- The Community Connector provides personalized support for entrepreneurs, small business owners, farmers and producers, families, young people and other rural community members.
- The Connector travels to people in rural communities, no matter how small, and directly connects them with the resources, information and training they need.
- The Connector will enable people in rural areas to more easily access computer technology and online services that provide an opportunity for communities, community groups and individuals to access resources, signature events, experts, facilitation and mentorship in a way that helps them achieve their goals.
- The Connector supports entrepreneurs in a broad range of businesses and industries - everything from professional services, energy, agriculture, retail and more.
- The Connector also offers communities the training and support they say they need such as technology training and business skill development.



Expectations – Green Hectares

- Green Hectares provides access to and integrates with all their systems and programs.
- To support the development of a Community Resource Board
- To provide the wage for a Community Facilitator at \$45,000/year * **See Appendix 1 for Facilitator Job Description**
- To provide the training for the Community Facilitator.
- Green Hectares will be responsible for the availability and shipping the computer labs for the Rural Tech program in the Parkland County.
- Green Hectares to develop a mutual communications campaign with Parkland County as it relates to the Community Connector, the Community Facilitator, and the Green Hectares programs.
- Green Hectares will work with Parkland County to develop relevant metrics and values of the facilitation, and the Green Hectares programs in the Parkland County.
- Cross promotion of the partnership between the parties. Acknowledgment in promotional materials and public awareness campaigns about the partnership and its goals, as well as awareness of other available Green Hectares programs (i.e. Community Connector programs).
- Green Hectares will provide a Community Facilitator and implement its Community Connector program and all programs that are part of the Rural Road Show phase 2 in the Parkland County.
- The Community Facilitator will report directly to the Green Hectares Program Manager or other key Green Hectares management. All disciplinary matters will be the responsibility of Green Hectares.
- The Green Hectares Program Manager and Community Facilitator will liaise regularly with Parkland County staff in regards to the Community Connector program.

Expectations – Parkland County

- Provide input and assistance in the development of the Community Resource Board.
- Where possible Parkland County and its employees will provide access to individuals, resources and programs within the community that enables the facilitation process.
- To ensure lines of communication with the Green Hectares Program Manager are available as needed.
- Where possible help drive the utilization of the Green Hectares suite of services including the Community Connector, Rural Tech, Rural Reserve, Rural Voices, E Resource Centre and Entrepreneur Exchange.



- Parkland County will help to collect data and metrics as mutually agreed upon.
- Cross promotion of the partnership between the parties. Acknowledgment in promotional materials and public awareness campaigns about the partnership and its goals.
- Parkland County will provide funding of \$56,000 plus GST, per year to support the Community Facilitator and the Community Connector program in the Parkland County. The yearly funds will be due and payable upon signing of this Agreement for the 2012 year, then again on January 1, 2013 for the 2013 year.

Term of Agreement:

- This partnership Term is 24 months.

Severance of Agreement:

- Termination of this Agreement can be prematurely ended on each anniversary date with 60 days written notice prior to the anniversary of this agreement, or by mutual agreement by both parties.

Information Sharing:

- Ideas identified from this partnership will be mutually developed unless specified otherwise agreed upon.
- Any further partnerships developed as a result of this partnership between Parkland County and Green Hectares shall be shared between both parties as it relates to Information and reporting purposes.
- Green Hectares and Parkland County will collaborate, share, and collect information in regard to the Community Connector and its function in the communities of Parkland County.
- Green Hectares will provide a report on Green Hectares programs as it relates to Parkland County and other pilot counties at the end of the pilot project.

Key Contacts:

- **Green Hectares – Lesley Pohl**
- **Parkland County – Al McCully**



Transfer of Funds

- Funds shall be transferred upon receipt of invoice from Green Hectares to Parkland County. The invoicing period will cover and be invoiced every quarter at the start of each quarterly time period through the progress of this Agreement.

Term of project: January 1st 2012 – December 31st 2013

Signed on behalf of,

Parkland County

Green Hectares

Signature

Signature

Name Title

Name Title

Date

Date



Appendix 1

Community Facilitator Job Description –The term for this contract will be 24 months or until the RADF funded Community Connector project ends, whichever is sooner. The position reports directly to the Program Manager and is the main point of contact between the partnering region and Green Hectares.

- The Community Facilitator works collectively with Parkland County to identify needs and facilitate planning. They will be an excellent communicator able to reach a wide cross-section of the community.
- The Community Facilitator provides one-on-one support to new, existing and expanding businesses therefore, they must have a passion for helping others succeed and be able to work comfortably with people from diverse backgrounds.
- The Community Facilitator worker will often act as a link between Parkland County communities and local government and other industry organizations. They will seek to engage community by building a business network that will support community members to succeed and further their business goals.

Tasks typically involve:

- Facilitate a community needs assessment with respect to entrepreneur's needs and community's ability to respond (e.g. spaces available, shared and leveraged resources available, etc.) identifying issues, needs and problems with respect to community gaps in business and technology resources.
- Develop a network of communications throughout the Parkland County and at government level as needed.
- Efficiently manage day-to-day operations of the Community Connector Project
- Provide a detailed report on activities carried out each month
- Conduct research for clients consistent with the aims and objectives of the project
- Represent the organization to other organizations, the media, and the public at large if asked to do so
- Maintain the confidentiality of all sensitive information
- Perform all other duties that may be directed by Green Hectares in relation to the Community Connector Project.
- Work with Parkland County departments including (but not limited to) Economic Development and Tourism, Agricultural and Rural Life Advisory Committee, Recreation and other departments as mutually deemed appropriate. Work with regional Intelligent Community partner municipalities

The Community Facilitator and members from the Community Resource Board will be trained on, develop and use the Sirolli system called the Enterprise Facilitation® Project. Convinced that the future of every community lies in capturing the passion, intelligence, imagination and resources of its people, the Sirolli Institute has developed "Enterprise Facilitation" as a person-centered approach to community and economic development.

Community Facilitators work with the Community Resource Board to provide free, confidential business management and networking advice to aspiring entrepreneurs and existing businesses. Local leadership is essential to the establishment of an Enterprise Facilitation program.



Enterprise Facilitation starts with a commitment of civic leaders to become involved in the creation of the project. It must be implemented by a group of caring and active civic leaders who are willing to try something new for the benefit of the community.

Introductions of the Community Facilitator by members of the Community Resource Board to entrepreneurs, local resources and other substantive and business related individuals are a very important and basic activity within the Enterprise Facilitation Project concept. The Community Facilitator may also find appropriate opportunities to introduce themselves as for example to people who represent potential resources to entrepreneurs such as: bankers, accountants, lawyers and others. These will be tracked by the Facilitator and files established where appropriate.