

Board of Directors

About the Board

Economic Development Lethbridge is an arm's length organization, supported by the City of Lethbridge, governed by a 31-member volunteer Board of Directors and managed by a team of professionals dedicated to promoting economic prosperity in Lethbridge. EDL Board Members are drawn from a diverse cross-section of the community with the intention of best accomplishing the mandate and objectives of the organization.

As a governance Board, members are tasked with:

- setting the strategic direction for the organization through four-year business plans aligned with the municipal funding cycle
- providing direction, proactive leadership and sector-based expertise
- establishing governance policies that support the mandate of the organization
- hiring and evaluating the CEO

Meet Our Board



President

[Adriana Mercader](#)

Adriana was born in Mexico City. In 2008 she immigrated to Canada. Adriana (BMgt, MSc, MBA) joined Flexahopper Plastics Ltd in 2009 as Director of Marketing. She was promoted to Corporate Vice-President in 2015 and then Chief Executive Officer in 2022. Since taking the company under her direction, Flexahopper has become an internationally recognized brand, generating record sales growth. Adriana has positioned this pillar of the Lethbridge business community as the top rotomolder in the Pacific Northwest.

Adriana was awarded Lethbridge's Top 40 under 40, in 2018, by the Lethbridge Chamber of Commerce, making her the first immigrant woman bestowed with this recognition. She has served on several other industry boards as part of her ongoing effort to help what she calls "her city", rise-up. she recently was accepted as a member of the University of Lethbridge Senate.

In her extensive repertoire of interests, she is a voracious reader and is passionate about the outdoors. The best part of her life are her two rambunctious kids that keep her on her feet.



Vice-Chairman

[Mayor Blaine Hyggen](#)

Blaine Hyggen was first elected to City Council in 2013 and was elected Mayor in 2021. He has owned and operated various businesses throughout the community for the past 28 years. He studied Business Law and Accounting at Lethbridge Community College.

Some of Blaine's past and current volunteer experience includes: School Councils, Lethbridge Figure Skating Club, Lethbridge Volleyball Association, Lethbridge Oldtimers Sports Association and The Lethbridge Hurricanes Hockey Club, to name a few.

Blaine's family is his number one priority. His wife Jennifer is a Registered Nurse and they have two daughters: Jayden and Jelayna. Blaine enjoys attending local theatre and staying active by running, biking and playing hockey.

As a proud parent and successful business owner, Blaine loves Lethbridge and wants to see it remain the best city for families while ensuring it is a great place to do business.



Past-President

[Kevin Brees](#)

Kevin was raised in Lethbridge and Calgary, returning to Lethbridge to originally attend the University of Lethbridge. Kevin quickly realized that his passion was in retail and shortly thereafter began his journey in management with Famous Players, Chapters and then the Forzani Group before starting with Primaris Management Inc. in 2006. Starting in Marketing and Specialty Leasing, he has been the General Manager of Park Place Shopping Centre since 2012. During his tenure, Kevin has since gone on to pursue specialized designations as a Certified Retail Executive, Certified Leasing Specialist, and a Certified Shopping Centre Manager from the International Council of Shopping Centers.

Kevin is married to his amazing wife Lyndsey, enjoys spending time with their dogs, travelling to Vegas and Hawaii and golfing in the summer. As an engaged member of our community, he has previously represented the Retail Sector for EDL, sat on several committees for local non-profit organizations as well as the city and currently is a board member of the Downtown BRZ and the Canadian Yoga Institute

Agriculture/Agrifood

John Ross

Airport

Vacant

Mary Ann Crow Healy

Chamber of Commerce

Charlene Scheffelmaier

City of Lethbridge Councillor

Ryan Parker

City of Lethbridge Mayor

Blaine Hyggen

City of Lethbridge Manager

Lloyd Brierley

Community & Social Services

Robin James

Construction

Evan Barr

Education

Allison Purcell

Environment

Shannon Frank

Financial & Professional Services

Terry Belisle

Dr. Steven Ha

Hospitality & Tourism

Jody Young

Indigenous

Byron Jackson

Industrial & Manufacturing

Adriana Mercader

Lethbridge College

Jason Donkersgoed

Lethbridge County

Tory Campbell

Multicultural

Jan Gong

Nonprofit

Sandra Mintz

Real Estate & Development

Ken Harvie

Regional Economic Development

Bev Thornton

Jeremy Roden

Sector-at-Large

Vacant

Seniors

Keith Sumner

Sports/Recreation

Susan Eymann

Supply Chain & Logistics

Brent Peterson

Technology

Ed Limon

University of Lethbridge

Dr. Kerry Godfrey

Young Entrepreneur

Timothy Hachkowski

Young Professional

Ian Andrews