APPROVED

THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

June 3, 2024, 7 p.m.
3rd Floor - Poplar Room
315 Jespersen Ave

Members Present:	Councillor Oldham, Chair Councillor Carter, Vice Chair Councillor Houston Bruce Mullett, Commercial Sector Representative (arrived at 7:07 p.m.) Charlene Bell, Public-at-Large Don Cooper, Industrial Sector Representative Kelly John Rose, Greater Parkland Regional Chamber Representative Theresa Bateman, Public-at-Large
Members Absent:	Robert Smith, Industrial Sector Representative Tyler Perozni, Commercial Sector Representative Victor Moroz, City Centre Business Association Representative
Also in Attendance:	Jennifer Hetherington, Director of Corporate Communications (attended virtually) Maggie DesLauriers, Director of Strategy and Policy Development Dave Walker, Director of Economic and Business Development

Jodi Fulford, Economic Development Specialist - Commercial
Karla Daniels, Economic Development Specialist - Industrial
Nicole Hitchens, Recording Secretary

1. CALL TO ORDER

Chair Oldham called the meeting to order at 7:02 p.m.

2. AGENDA

2.1 Adoption of the Agenda - Economic Development Advisory Committee - June 3, 2024

Resolution: EDAC-009-24

Moved by: Charlene Bell

THAT the agenda be adopted as presented.

Unanimously Carried

3. MINUTES

3.1 Approval of Minutes - Economic Development Advisory Committee - March 26, 2024

Resolution: EDAC-010-24

Moved by: Theresa Bateman

THAT the March 26, 2024 Economic Development Advisory Committee minutes be approved as presented.

Unanimously Carried

4. DELEGATIONS

4.1 City of Spruce Grove Housing Strategy Engagement

Chair Oldham introduced Maggie DesLauriers, Director of Strategy and Policy Development for the City of Spruce Grove.

Bruce Mullet joined the meeting at 7:07 p.m.

Maggie DesLauriers provided a presentation on the City of Spruce Grove Housing Strategy Engagement.

Committee thanked Maggie DesLauriers for the presentation.

4.2 City of Spruce Grove Brand Strategy Initiative

Chair Oldham introduced Jennifer Hetherington, Director of Corporate Communications for the City of Spruce Grove, and Rachel Kamstra and Andrea Dyer, Cinnamon Toast.

Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer provided a presentation on the City of Spruce Grove Brand Strategy Initiative.

Committee thanked Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer for the presentation.

5. BUSINESS ITEMS

There were no Business Items on the agenda.

6. INFORMATION ITEMS

6.1 Start Ups and Early Stage Business Support Program Update

Jodi Fulford, Economic Development Specialist - Commercial, provided an update on the Start Ups and Early Stage Business Support Program.

Committee thanked Jodi Fulford for the presentation.

7. CLOSED SESSION

There was no Closed Session on the agenda.

8. BUSINESS ARISING FROM CLOSED SESSION

There was no Business Arising from Closed Session.

9. ADJOURNMENT

9.1 Adjournment - Economic Development Advisory Committee - June 3, 2024

Resolution: EDAC-011-24

Moved by: Bruce Mullet

THAT the Economic Development Advisory Committee adjourn at 9:01 p.m.

Unanimously Carried

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Dave Oldham, Chair

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Nicole Hitchens, Recording Secretary

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Date Signed