



YOUTH ADVISORY COMMITTEE MEETING

Thursday, May 1, 2025, 4 p.m.
Community Engagement Space
414 King Street
Spruce Grove, AB T7X 2C7

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1. <u>CALL TO ORDER</u>	
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8. CLOSED SESSION

9. BUSINESS ARISING FROM CLOSED SESSION

10. ADJOURNMENT

10.1 Adjournment - Youth Advisory Committee - May 1, 2025

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REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Adoption of the Agenda - Youth Advisory Committee - May 1, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

Committee members are provided the opportunity to add items they would like to discuss during the meeting, remove items, or change the order of proceedings.

PROPOSED MOTION:

THAT the agenda be adopted as presented.

BACKGROUND / ANALYSIS:

The agenda sets the course of action for the meeting. This ensures the business of the day is followed through and completed as required.

The agenda is approved by a motion of the Committee and must be passed by a majority of the members present. Once the agenda is approved, no further changes may be made unless approved by the majority of the Committee members present.

OPTIONS / ALTERNATIVES:

THAT the agenda be adopted as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Minutes - Youth Advisory Committee - March 13, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

The minutes of the previous Youth Advisory Committee meeting are placed on the agenda for approval.

PROPOSED MOTION:

THAT the March 13, 2025 Youth Advisory Committee meeting minutes be approved as presented.

BACKGROUND / ANALYSIS:

The Youth Advisory Committee minutes are the official written record of the actions that took place during the meeting; a snapshot of the decisions that the Committee made and the outcome of the vote.

The minutes are written without notes or transcribing of discussions that may have taken place during an agenda item.

Committee members review the minutes prior to the meeting to review for any changes that may need to be made. A motion for an amendment is required if an error has been noted. If there are no amendments to the minutes, a motion to approve the minutes as presented is made by a member of the Committee. The minutes are signed by the Chair and the Recording Secretary.

A copy of the minutes will be included in a future Regular Council Meeting agenda package.

OPTIONS / ALTERNATIVES:

THAT the March 13, 2025 Youth Advisory Committee meeting minutes be approved as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a



THE CITY OF SPRUCE GROVE

Minutes of the Youth Advisory Committee

**March 13, 2025, 4 p.m.
Community Engagement Space
414 King Street
Spruce Grove, AB T7X 2C7**

Members Present:

Hannah Dunbar, Chair
Cole Cochrane, Vice-Chair
Dylan Yee
Havana Sinclair
Isabella Quitanilla
Jasmeet Pujji
Joaquin Tabulog
Meagan Tokar
Councillor Oldham
Councillor Stevenson

Members Absent:

Cara Nicholls
Rowan Johnson
Sierra Manning

Also in Attendance:

Marina Tran, Community Development Coordinator
Annemarie Bakalech, Administrative Liaison
Nicole Hitchens, Recording Secretary

1. **CALL TO ORDER**

Chair Hannah Dunbar called the meeting to order at 4:01 p.m.

1.1 **Icebreaker Activity**

Annemarie Bakalech, Administrative Liaison, led the Icebreaker Activity.

2. **AGENDA**

2.1 **Adoption of the Agenda - Youth Advisory Committee - March 13, 2025**

Resolution: YAC-015-25

Moved by: Cole Cochrane

THAT the agenda be adopted as presented.

Unanimously Carried

3. **MINUTES**

3.1 **Approval of Minutes - Youth Advisory Committee - February 6, 2025**

Resolution: YAC-016-25

Moved by: Havana Sinclair

THAT the February 6, 2025 Youth Advisory Committee meeting minutes be approved as presented.

Unanimously Carried

Dylan Yee joined the meeting at 4:08 p.m.

4. **DELEGATIONS**

4.1 **Understanding and Creating Meaningful Land Acknowledgements**

Chair Hannah Dunbar introduced Marina Tran, Community Development Coordinator with the City of Spruce Grove.

Marina Tran provided a presentation on Understanding and Creating Meaningful Land Acknowledgments.

Committee thanked Marina Tran for the presentation.

Resolution: YAC-017-25

Moved by: Havana Sinclair

THAT the Youth Advisory Committee include a Land Acknowledgement as part of the agenda for their meetings.

Unanimously Carried

Resolution: YAC-018-25

Moved by: Isabella Quitanilla

THAT the Youth Advisory Committee members take turns giving either the City's or their own Land Acknowledgement.

Unanimously Carried

Chair Hannah Dunbar called a recess at 4:48 p.m.

Councillor Stevenson departed the meeting at 4:51 p.m.

Chair Hannah Dunbar reconvened the meeting at 5 p.m.

5. ADMINISTRATIVE UPDATES

5.1 Kickstand Engagement Session - April 3, 2025

Annemarie Bakalech, Administrative Liaison, provided an update on Kickstand Engagement Session - April 3, 2025.

Due to Spring Break the first week of April, the April 3, 2025 engagement session will be rescheduled to a different date. Annemarie will share a new date with Committee members via email.

Committee thanked Annemarie Bakalech for the presentation.

Resolution: YAC-019-25

Moved by: Havana Sinclair

THAT the Youth Advisory Committee participate in the 2025 Kickstand engagement session.

Unanimously Carried

5.2 Unite and Lead Youth Conference - April 12, 2025

Annemarie Bakalech, Administrative Liaison, provided an update on Unite and Lead Youth Conference - April 12, 2025.

Committee thanked Annemarie Bakalech for the presentation.

5.3 Youth Advisory Committee - 2025 Learning Objectives

Annemarie Bakalech, Administrative Liaison, provided an update on Youth Advisory Committee - 2025 Learning Objectives.

Committee thanked Annemarie Bakalech for the presentation.

5.4 Presentation to Council - 2025 Youth Advisory Committee Work Plan

Annemarie Bakalech, Administrative Liaison, provided an update on Presentation to Council - 2025 Youth Advisory Committee Work Plan.

Committee thanked Annemarie Bakalech for the presentation.

6. **BUSINESS ITEMS**

6.1 Spruce Up Spruce Grove Booth

Annemarie Bakalech, Administrative Liaison, provided a presentation on Spruce Up Spruce Grove Booth.

Committee thanked Annemarie Bakalech for the presentation.

Resolution: YAC-020-25

Moved by: Dylan Yee

THAT the Youth Advisory Committee participate in the City of Spruce Grove's Canada Day event, in lieu of the Spruce Up Spruce Grove event, by securing a booth at the Canada Day celebration.

Unanimously Carried

6.2 Youth Advisory Committee - Key Message Development

Annemarie Bakalech, Administrative Liaison, provided a presentation on Youth Advisory Committee - Key Message Development.

Committee thanked Annemarie Bakalech for the presentation.

7. INFORMATION ITEMS

7.1 Committee Member Updates - Roundtable

Committee members provided updates on youth events they attended since the last Youth Advisory Committee meeting.

Chair Hannah Dunbar thanked Committee members for the updates.

7.2 Councillor Updates

Councillor Oldham provided an update on the grand opening of Heavy Metal Place on Saturday, May 10, 2025 and shared that he and Councillor Stevenson take notes at YAC meetings and, as part of Council's agenda packages, share general meeting information with Council.

Chair Hannah Dunbar thanked Councillor Oldham for the updates.

8. CLOSED SESSION

There was no Closed Session on the agenda.

9. BUSINESS ARISING FROM CLOSED SESSION

There was no Business Arising from Closed Session.

10. ADJOURNMENT

10.1 Adjournment - Youth Advisory Committee - March 13, 2025

Resolution: YAC-021-25

Moved by: Havana Sinclair

THAT the Youth Advisory Committee adjourn at 5:54 p.m.

Unanimously Carried

DRAFT

Hannah Dunbar, Chair

Nicole Hitchens, Recording Secretary

Date Signed

DRAFT



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Community Development Framework

DIVISION: Community and Protective Services

SUMMARY:

The Recreation and Culture department and the Community Social Development department worked collaboratively to create a Community Development Framework as actioned in the City's 2022-2025 Strategic Plan. This new framework is being shared with the Youth Advisory Committee (YAC) for information purposes.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

This framework stems from the Strategic Plan Goal 2. (Barriers are reduced, access is improved, and participation increases for City facilities, programs, and services), Objective a. (Determine the best approach to delivering social programming and services), Action 1. (Create a Community Development Framework for the City).

The purpose of the document is to ensure a common understanding of Community Development terms and key principles. It enables City staff to determine appropriate service levels to support community group capacity building; facilitate collaboration; respond to emerging issues; organize resources; and promote community wellbeing.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

The Community Development Framework will be presented to the Youth Advisory Committee (YAC) and the Community Services Advisory Committee (CSAC) for information.

IMPLEMENTATION / COMMUNICATION:

Following the presentations and any revisions, there will be a briefing to Council.

IMPACTS:

- Capacity and sustainability of community groups is increased as a result of City staff support.
- Improved collaboration and partnerships among community groups, community members, and City staff.
- Community members gain skills and confidence to influence local decisions and lead initiatives.
- Community groups report relevant support and information from City staff.

FINANCIAL IMPLICATIONS:

n/a

Community Development Framework March 21, 2025

PURPOSE

The City of Spruce Grove Community Development Framework ensures a common understanding of Community Development terms and key principles. It enables City staff to determine appropriate service levels to support community group capacity building; facilitate collaboration; respond to emerging issues; organize resources; and promote community wellbeing.

DEFINITIONS

Community

The geographic area of Spruce Grove.

Community Development

The process of community members taking collective action on issues that are important to them. Community development is intended to empower community members and create stronger and more connected communities.¹

Community Development Framework

A guide for City staff to implement coordinated, inclusive, and sustainable community development practices. It offers a consistent approach while allowing flexibility to adapt to the unique needs and opportunities of different community groups. The City supports lasting positive impacts for all community members by fostering collaboration, building community capacity, and aligning resources with local priorities.

Community Engagement

The process of connecting with community members and groups to inform decisions on local issues, services, and future planning. Community engagement ensures diverse community voices with lived/living experience are heard by fostering long-term relationships, inclusivity, and dialogue. It aims for sustainable outcomes, equitable decision-making, and strengthening trust within the community to improve quality of life for all community members.

Community Group

An organized group of people who share common characteristics such as attitudes, values, interests, goals, and experiences. This shared connection cultivates a sense of belonging.

Community Member

Residents and individuals who belong to a specific group or society, share common interests, values and social norms, and actively participate in the local community.

¹ Australian Government (2023). Resource Sheet: What is community development? Retrieved from: <https://aifs.gov.au/resources/resource-sheets/what-community-development>

Community Development Framework March 21, 2025

Lived/Living Experience

Knowledge and perspective about specific issues gained through direct and first-hand experience in an individual's daily life.

Subject Matter Expert (SME)

An individual who offers highly specialized knowledge regarding a specific area, practice, process, or technical method.

VALUES

The following values are foundational to the City's approach to Community Development. They provide the community with clear expectations regarding how City staff approach community development.

Belonging

Being accepted and valued within a community or group. It encompasses feeling appreciated, respected, and understood for one's unique identity, background, and contributions. Belonging is nurtured by participation, where every individual is supported to actively contribute and engage.

Diversity, Equity, and Inclusion

Creating diverse, equitable, inclusive and accessible spaces and capturing diverse perspectives.

Empowerment

Promoting individual and community involvement in decision-making processes while ensuring they have the resources and skills necessary to take control of their own development.

Flexibility

Adapting thoughts and behaviours in response to changing circumstances and challenges. Flexibility is essential for building relationships, effective problem-solving, and creativity.

Relational Reciprocity

Based on the core values of mutual exchange, fairness, trust and collaboration. It involves creating connections and exchanging skills, knowledge and resources with others for mutual benefit. Relational reciprocity cultivates authentic relationships with shared power and is essential for creating an inclusive society.

Respect

Having due regard for the feelings, wishes, rights, cultures, and traditions of community groups and members, ensuring that all voices are heard and valued.

Strength-based Approach

Identifying and leveraging the capacity, skills, knowledge, connections and potential in individuals and communities.

Community Development Framework March 21, 2025

Sustainability

Promoting practices that support long term economic, environmental, and social wellbeing and viability.

Transparency

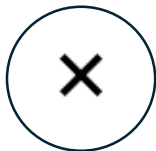
Communicating openly, clearly and honestly and ensuring all parties have access to the necessary information.

ESTABLISHING SCOPE

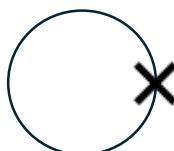
Community development work falls within one of the realms illustrated below:

X = City staff

O = Community



City gathers
partners & takes
a leadership role



Community leads,
City is an equal
partner



Community leads,
City provides
temporary
support

The following factors are considered when determining the level of service City staff will provide when supporting community groups and initiatives.

Agreements & Partnerships

Fulfillment of existing agreements and honouring pre-established partnerships.

Community Capacity

Assessment of necessary commitment, resources, and skills to tailor supports appropriately.

Community Priorities

Alignment with community identified issues and needs and/or responsive to emergent need.

Corporate Priorities

Alignment with Council initiatives, strategic plans, business plans, and corporate plans.

Duplication of Services

Assessment of similar efforts in the community and other departmental support provided.

Community Development Framework March 21, 2025

Ethical Practice

Assessment of the ethical integrity of proposed approaches, projects or initiatives and their alignment with best or emerging practices.

Legislation

Adherence to applicable legislation.

Precedent

Identification of precedent for providing required and requested services to other initiatives or community groups.

Resource Assessment

Assessment of necessary resources for the required level of service and the City's corresponding capacity (i.e. time required, length of commitment, financial commitment, expertise, etc.).

Risk Assessment

Identification of real and perceived risks associated with the initiative (i.e. funding instability, lack of participation, community conflict, etc.).

FUNCTIONS

Capacity Building

Support community groups through coaching, mentoring, and customized training opportunities; leadership development; collaboration; and resource support.

Communication

Communicate with plain language and in a timely, authentic, respectful, and effective manner.

Community Engagement

Prioritize actively involving community members in discussions, decision-making, and activities that impact collective well-being.

Evaluation

Assess the effectiveness of supports and services provided on a continuous basis by collecting relevant key performance indicator data and feedback from community groups.

Information and Referral

Connect community groups to relevant resources to support informed decision-making and facilitate appropriate action.

Community Development Framework March 21, 2025

Relationship Building

Facilitate networking, collaboration and connection opportunities between various community members and groups.

Responsiveness

Adapt and respond to the needs, priorities, emerging trends and feedback of the community.

Role Clarification

Clearly communicate community development practices and processes to involved community members, groups, and partners.

Situational Assessment

Tailor supports and services to the unique characteristics, challenges and opportunities of the community.

KEY PERFORMANCE INDICATORS

- Capacity and sustainability of Community groups is increased as a result of City staff support.
- Improved collaboration and partnerships among community groups, community members, and City staff.
- Community members gain skills and confidence to influence local decisions and lead initiatives.
- Community groups report relevant support and information from City staff.

FRAMEWORK REVIEW

The Framework will be reviewed annually by all City Community Development staff for relevancy and to update in accordance with the most current best practices.

Document History:

Date:	Approved/Reviewed By:	Title:

Community Development Framework

Created by R&C and CSD

This framework stems from the Strategic Plan Goal 2. (Barriers are reduced, access is improved, and participation increases for City facilities, programs, and services), Objective a. (Determine the best approach to delivering social programming and services), Action 1. (Create a Community Development Framework for the City).

Purpose

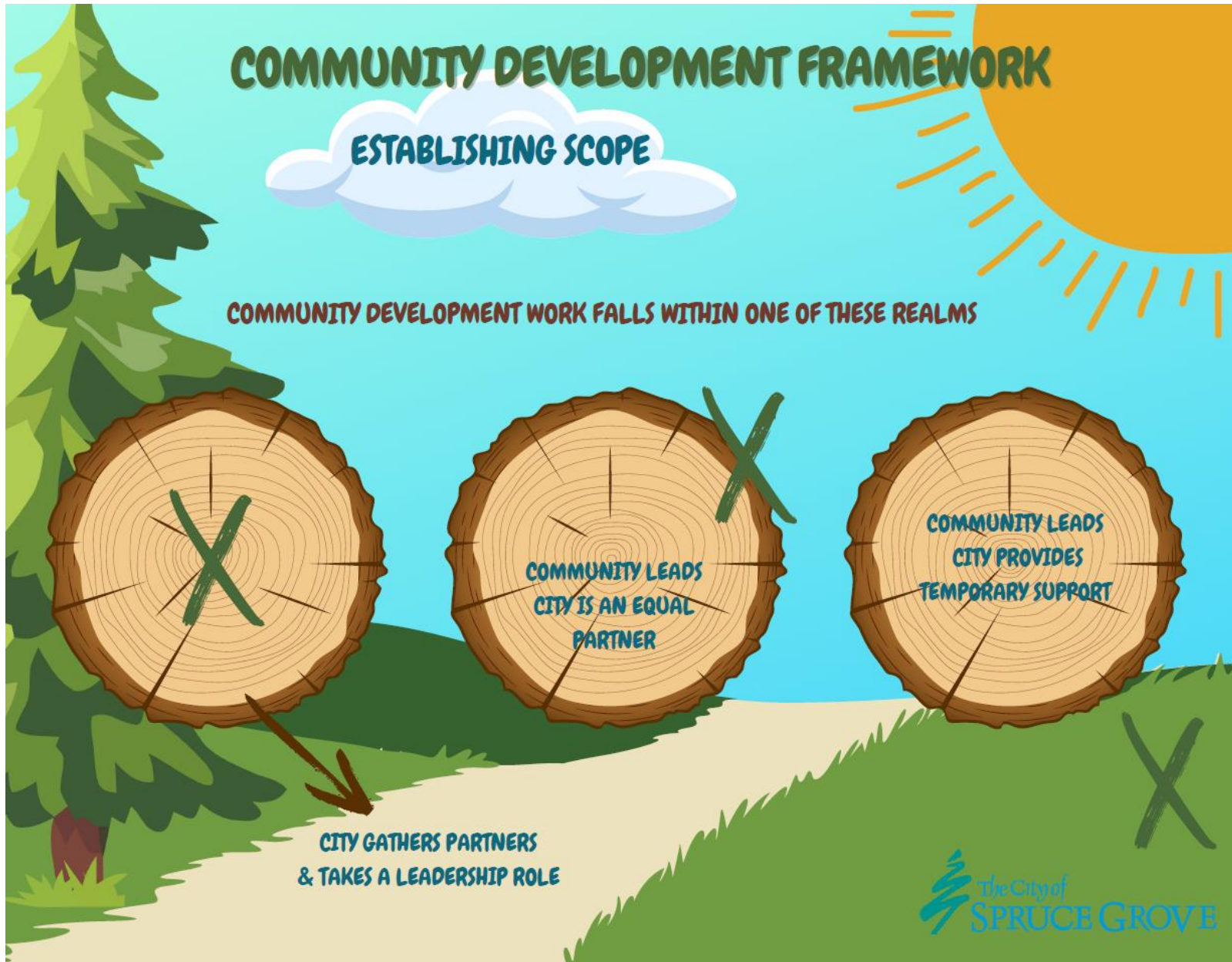
The City of Spruce Grove Community Development Framework ensures a common understanding of Community Development terms and key principles.

It enables City staff to determine appropriate service levels to support community group capacity building; facilitate collaboration; respond to emerging issues; organize resources; and promote community wellbeing.

COMMUNITY DEVELOPMENT FRAMEWORK

ESTABLISHING SCOPE

COMMUNITY DEVELOPMENT WORK FALLS WITHIN ONE OF THESE REALMS



Thank you

Any questions?



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Recreation and Culture Fees and Charges Framework and Allocation Principles - Engagement Session

DIVISION: Community and Protective Services

SUMMARY:

The City of Spruce Grove is developing a new Recreation and Culture Fees and Charges Framework and Allocation Principles to ensure equitable and sustainable access to facilities and services for all residents. To inform this work, the Recreation and Culture department is seeking input from community sport, recreation, and culture organizations that use its spaces. Community discussion sessions are being hosted to gather feedback and insights, which will help shape a framework that supports the delivery of high-quality recreation and culture amenities for years to come. The Youth Advisory Committee is being asked to participate in these discussion sessions to both be informed about the project and processes and share their insights and perspectives.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The City of Spruce Grove is working on developing a new Recreation and Culture Fees and Charges Framework and Allocation Principles. The goal is to create a transparent, equitable, and sustainable framework that guides access to our valued recreation and culture spaces, ensuring we continue to provide high-quality facilities, spaces, and services for residents in Spruce Grove for years to come. As part of this work, we are seeking input from community sport, recreation, and culture organizations that use outdoor and indoor facilities, and amenities in Spruce Grove.

To support this project, we have been hosting community discussion sessions to gather initial feedback and insights from Spruce Grove community sport, recreation, and culture organizations to inform this important work.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

RC Strategies has been collaborating with community groups to gather their input and address their concerns regarding the City's approach to developing fees, charges, and the allocation of recreation and culture facilities and spaces. This has included two in-person sessions and an online option for the various groups that use and book our recreation and culture facilities. In addition, the Youth Advisory Committee, Community Services Advisory Committee, and City Council will also be participating in the discussion.

IMPLEMENTATION / COMMUNICATION:

Implementation of the Fees and Charges Framework and Allocation Principles will occur following approval by City Council. A communication strategy and implementation timeline will be created, at that time.

IMPACTS:

It is expected that the Youth Advisory Committee will gain a deeper understanding of the processes behind the establishment of fees, charges, and the allocation of recreation and culture facilities and have an opportunity to provide input and perspectives for the recommendations.

FINANCIAL IMPLICATIONS:

Any financial implications will not be known until the completion of the project.



Recreation and Culture Fees and Charges Framework, Facility Allocation Review, and Implementation Strategy

Youth Advisory Committee
May 2025

Agenda



- Welcome and Introduction
- Project Need and Objectives
- Foundations of Setting Recreation and Culture Fees and Allocation Policy Development
- Discussion

Welcome and Introductions



RC Strategies is a consulting company working in the community services sector, primarily focusing on recreation, sport, parks, trails, and tourism.

At the core of our work, we envision a Canada where:

1. People, communities and nature are healthier and stronger through equitable and inclusive parks, recreation and trails.
2. Parks, recreation and trails are recognized as essential public services.
3. RCS is recognized as the leading consulting firm in the field of parks, recreation and trails.

Our firm purpose is twofold:

1. To help our clients make better decisions, and
2. To strengthen the parks, recreation and trails sector throughout Canada.

Our values:



Equity - We seek to ensure all team members and all members in the communities in which we work feel included, respected and empowered to participate.



Integrity - We are principled. We value the earned trust of our colleagues, and respect our clients, competitors, and each other. We undertake each action, project and role with honesty and fairness.



Teamwork - We work and play collaboratively with each other and with our clients. We care for our team members, our clients, and the sector. We like to have fun and walk the talk.



Learning and Innovation - We seek out new ideas, encourage curiosity and the learning from others and from our own mistakes. We value the use of quality data to help our staff, our clients and the sector make better decisions. We value ingenuity and creativity to continuously improve.



Climate Change & Conservation - We are committed to accelerating the adoption of net-zero carbon and infrastructure technologies that will make our natural and built environments more resilient to climate change. We also value and are committed to respecting and maintaining biodiversity and our natural environment. We believe in the need for preservation and conservation of our natural environment.



Science - We trust science and the scientific process and we use science and best practice scientific methods to help us and our clients.



Sustainability - We act on our responsibility to protect and nurture the triple bottom line of the sustainability paradigm: environmentally, socially and economically. As we also value the sustainability and profitability of our company, we strive for an appropriate work/life balance.



www.rcstrategies.ca

- Recreation is what we do.
- We believe every region and the communities within them are unique.
- Our analysis is data driven.

Project Need



- Recreation and Culture Fees and Charges structure and principles have not been revised since 2007.
- Regular market reviews have been completed.
- City policies and practices related to subsidy and financial accessibility have not been reviewed recently.
- Regional relationships and agreements may not align with current allocation priorities.

Considerations Guiding this Review and Framework Development

- Optimizing the **individual and community benefits** derived from delivery of recreation and culture services.
- Recognizing the current and future community characteristics.
- Ensuring fees and allocations are not a barrier to **participation**.
- Ensuring **economic viability** of services and sustainability of operations.
- Ensuring **transparency and equity** in the process for developing the fee setting and allocations.

Why is this work important?



- Transparent and equitable.
- Consistent.
- Defendable.
- Aligned with City / community values and priorities.



Foundations of Setting Recreation and Culture Fees and Allocation Policy Development

Why do municipalities invest in Recreation and Culture?



- Provide opportunities that create **direct benefit** to some and **indirect benefit** for all.
- The importance of **understanding need and demand**.
- Recreation can help achieve broader municipal community goals.

Leading Practice in Recreation Service Delivery



- Recreation and culture are essential services.
- Simplifying administrative complexities and improving navigation of process.
- Equity and inclusion awareness.
- Planning reflective of community needs.
 - Focus on health intervention / promotion and community wellness.
 - Benefits based approach.

Why is it important to focus on community benefit?



- Be more accountable (evaluate services)
- Prioritize local needs
- Set Fees and Charges Policy
- Set Allocation Policy
- Deal with issues
- Justify decisions to taxpayers
- Make long range plans

Common Approaches to Setting Fees



TRADITION OR
HISTORY



COST BASED
APPROACHES



MARKET BASED
APPROACHES



BENEFITS BASED
APPROACHES

Common Approaches to Setting Allocation Priorities



- Fair and equitable allocation.
- Transparency.
- Optimizing facility usage.
- Meeting needs of whole community, priority to residents, acknowledging changing demographics, preferences.
- Promoting lifelong participation.



Discussion

Discussion



- Determining the level of community benefit associated with various recreation and culture activities and user groups.
- Considering values that might help to guide our decision making.



Thank You! Questions?

Questions?

Additional Comments – Please share with Meaghan:
carey@rcstrategies.ca



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: 2025 Spruce Up Spruce Grove - Update and Attendance

DIVISION: Community and Protective Services

SUMMARY:

The Youth Advisory Committee (YAC) is participating in the 2025 Spruce Up Spruce Grove tree planting event. The final attendance and plan for the day will be confirmed at this meeting.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

At the February 6, 2025 YAC meeting, Committee agreed to participate in the Spruce Up Spruce Grove tree planting event on May 24, 2025 from 1 - 2 p.m.

The attendance list will be shared to confirm member participation in the event. In order to participate, the waiver must be signed by a parent or guardian and returned to the Administrative Liaison, prior to the event.

Details for the event:

- Meet at 455 King Street adjacent to the Community Gardens
- Parking is located at City Hall, Christian Fellowship Church, Woodhaven Middle School, and Yellowhead Regional Library
- Arrive at 12:45 p.m.
- Volunteers should wear closed-toe shoes, long pants, long sleeved shirt or jacket, hat, and sunglasses/glasses/eye protection
- Volunteers will be provided with training, shovels, and gloves
- Planting will happen rain or shine, unless severe weather deems it unsafe

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

The Administrative Liaison will connect with the Recreation & Culture lead to gather and relay any pertinent information to YAC members.

IMPLEMENTATION / COMMUNICATION:

If a YAC member who indicated they would participate can no longer attend, they need to inform the Administrative Liaison.

IMPACTS:

Participation in this event supports the 2025 YAC Work Plan, Priority 4: Increase the Youth Advisory Committee's presence in the community.

FINANCIAL IMPLICATIONS:

There are no costs associated with this event.



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Youth Advisory Committee - Key Messages Approval

DIVISION: Community and Protective Services

SUMMARY:

The Youth Advisory Committee (YAC) will approve key messages that can be shared publicly.

PROPOSED MOTION:

THAT the Youth Advisory Committee approve the key messages and promotional material as presented.

BACKGROUND / ANALYSIS:

In alignment with the 2025 Youth Advisory Committee Work Plan, specifically Priority 2: Support and Build Awareness for Local Youth Events and Initiatives, and Priority 4: Increase the YAC's Presence in the Community, it is essential for YAC members to communicate a unified and clear message.

Key messages will help articulate the Youth Advisory Committee's purpose in a way that resonates with the community. These messages can be shared both formally and informally, enabling members to effectively engage with residents.

At the March 13, 2025 YAC meeting, key messages were explored in a collaborative process with YAC members and facilitated by the Administrative Liaison.

The proposed key messages for the YAC are:

- The Youth Advisory Committee is a group of young people chosen by the City of Spruce Grove to share youth perspectives on local government and community planning.

- The Youth Advisory Committee gives input on City programs and policies and takes part in youth-focused projects.
- The Youth Advisory Committee members share ideas and provide advice to City Council and the Administration on issues that matter to youth.
- The Youth Advisory Committee brings fresh voices and new ideas, builds trust, and helps shape services in the City.
- The Youth Advisory Committee members make a real impact, grow leadership skills, meet other youth and local leaders, and gain valuable experience.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Following the discussion at the March 13, 2025 YAC meeting, the YAC Administrative Liaison shared the draft key messages and proposed promotional material with the Communications department for feedback.

IMPLEMENTATION / COMMUNICATION:

The YAC Administrative Liaison created a key message resource for the YAC. The intention is to have postcards to share with the community (e.g. Canada Day event). The YAC approved key messages will be taken to the Communications department for final approval, prior to publicly sharing or printing materials.

IMPACTS:

- Clear and consistent messaging will help to increase the public understanding of the YAC.
- Promotional material will assist in recruitment for future YAC members.

FINANCIAL IMPLICATIONS:

There will be a printing cost for the postcards that will be covered by the YAC operating budget.

Key Message Development

Follow Up

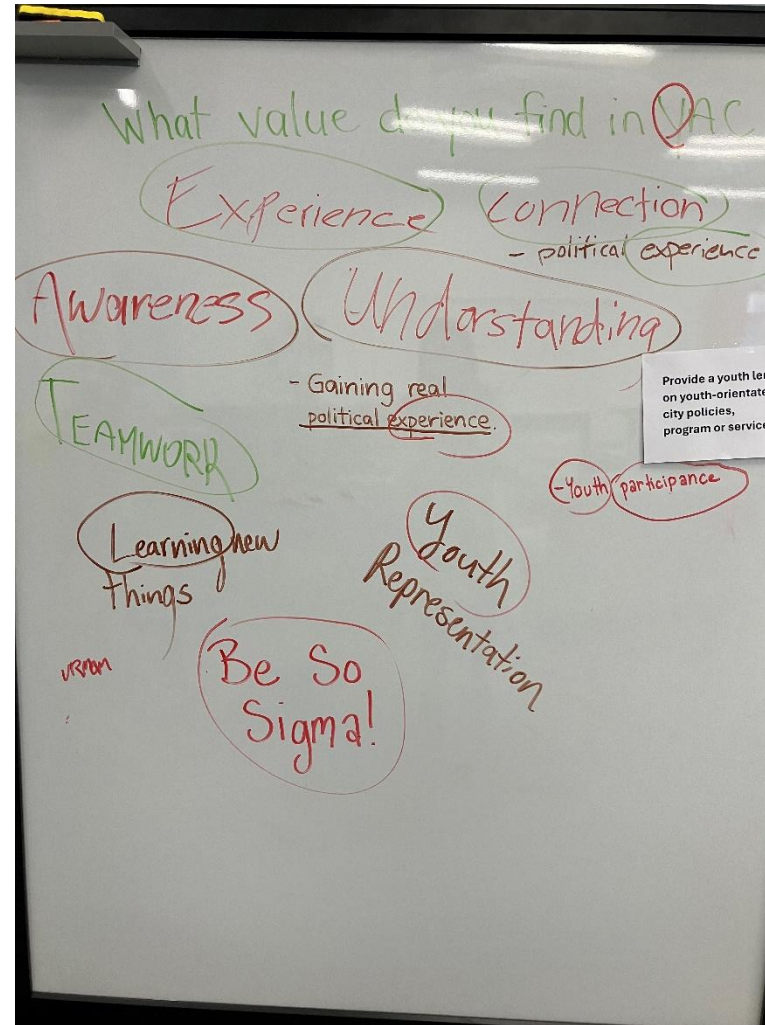
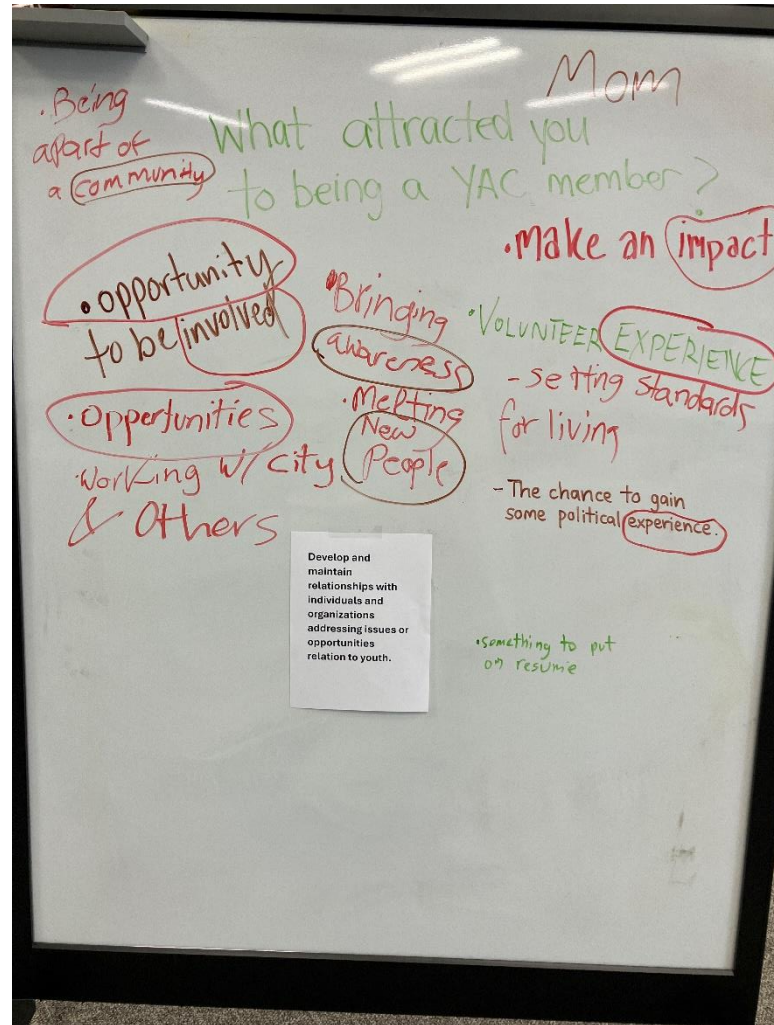
What we asked last meeting:

- What attracted you to being a YAC member?
- What value to you find in YAC?
- Why is YAC important to the City?
- Why is YAC important to you?

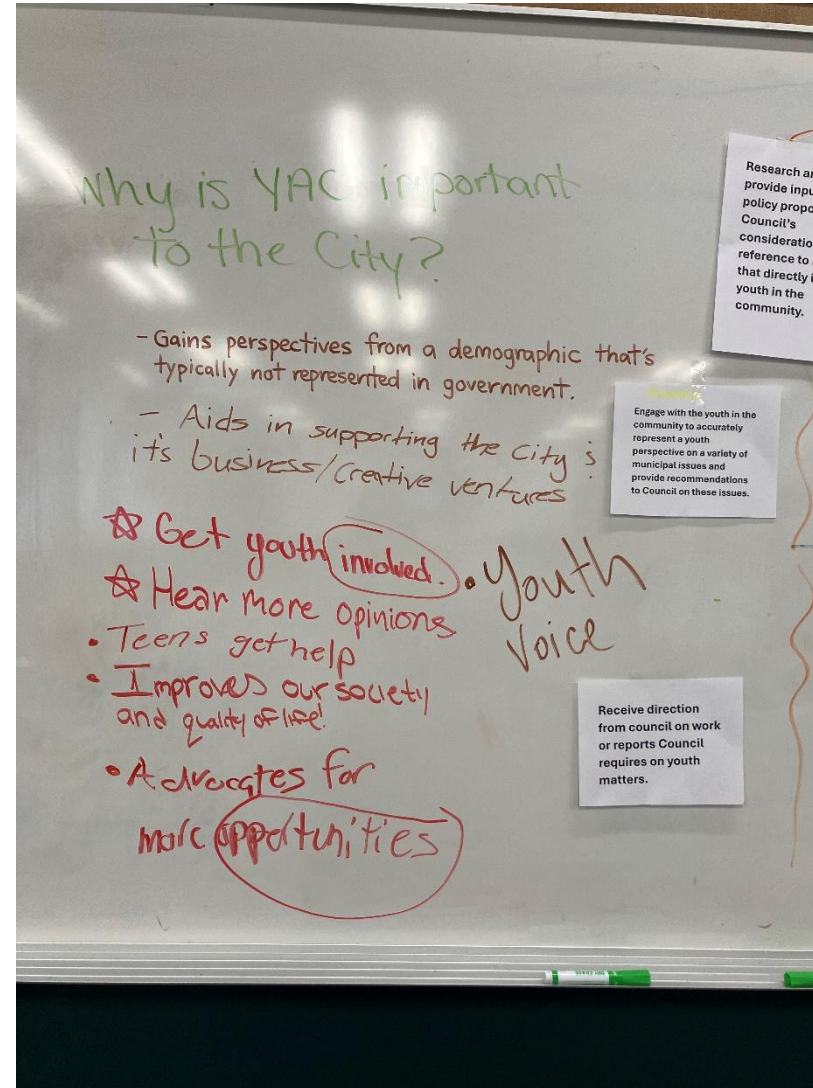
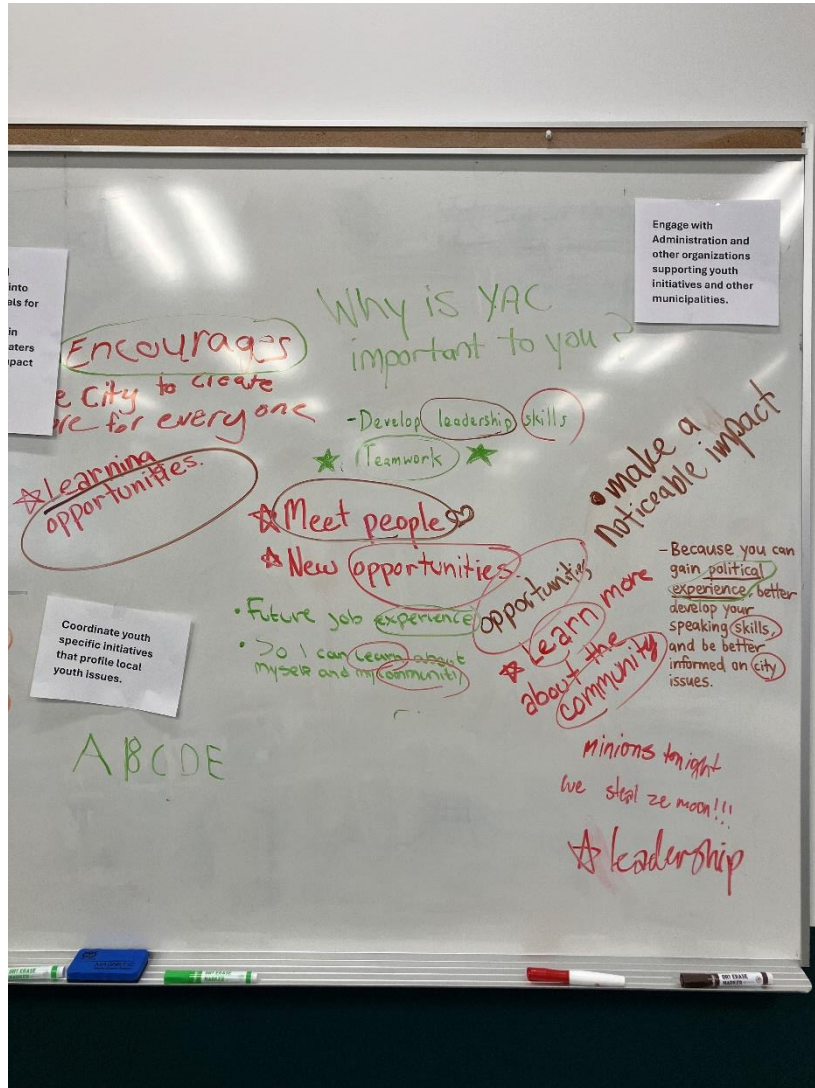
Aligned YAC's mandate and parameters

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Last meeting we explored...



Last meeting we explored...



Themes that emerged:



A word cloud of themes that emerged. The words are arranged in a cluster, with some words being larger and more prominent than others. The colors of the words are primarily dark blue, teal, and light blue. The words include: involved, awareness, opportunity, impact, connection, community, experience, teamwork, youth, support, learning, people, gain, advocate, meeting, leadership, voice, and perspective.

involved
awareness
opportunity
impact
connection
community
experience
teamwork
youth
support
learning
people
gain
advocate
meeting
leadership
voice
perspective

Key Message Ideas:

Core Message:

The City of Spruce Grove Youth Advisory Committee empowers young voices to shape the future of our community.

Support Points:

- Provides youth with real opportunities to advise on policies and programs that affect them.
- Builds leadership, advocacy, and civic engagement skills in a supportive environment.
- Ensures youth perspectives are heard and valued in local decision-making.

Audience Benefit:

For youth: A chance to make a real impact, develop leadership skills, and connect with peers.

For the community: More inclusive, informed and future-focused decisions that reflect diverse young voices.

Benefits of joining

- Influence real decisions in your community
- Build leadership and advocacy skills
- Connect with peers and local leaders
- Make a lasting impact
- Boost your experience

What is the Youth Advisory Committee?

- A group of youth leaders who provide input on programs and policies
- A platform for young voices to be heard in local government and community planning

Why it Matters

- Youth bring fresh ideas and diverse perspectives
- Builds community trust and stronger civic connections
- Helps shape services that directly impact youth

KM 1 – what/who is the Youth Advisory Committee? The Youth Advisory Committee is a group of young people chosen by the City of Spruce Grove to share youth perspectives on local government and community planning.

KM 2 – what does YAC do? The Youth Advisory Committee gives input on City programs and policies and takes part in youth-focused projects.

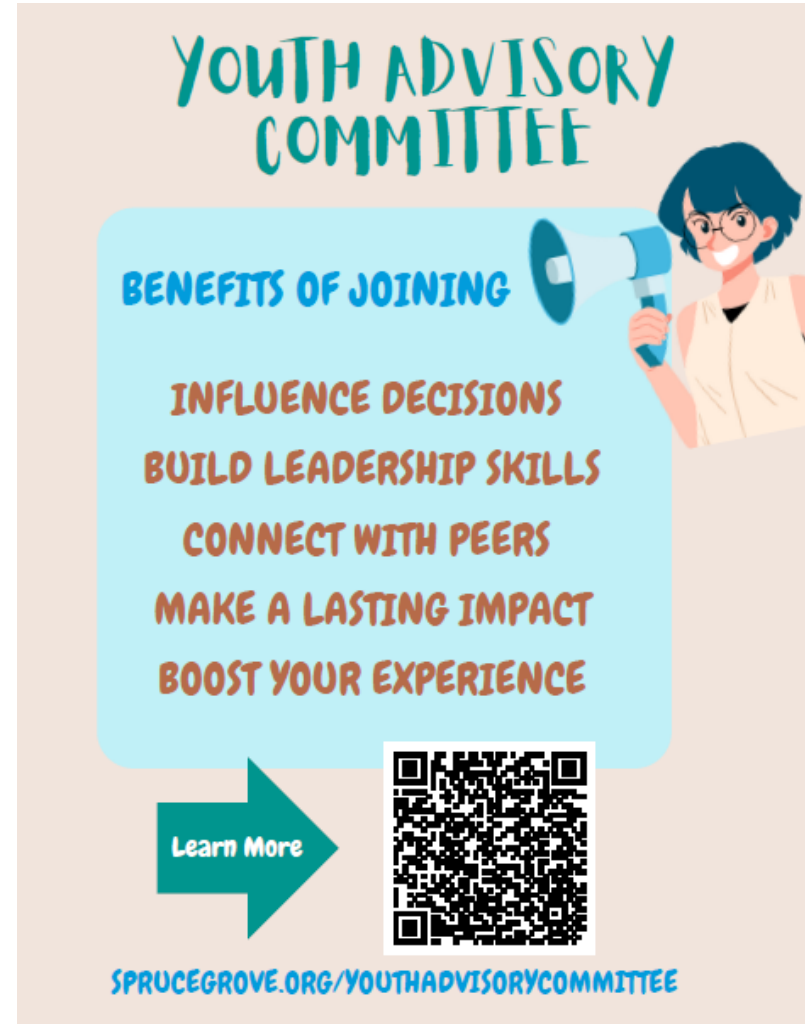
KM 3 – how do they do it? The Youth Advisory Committee share ideas and advice with City Council and Administration on issues that matter to youth.

KM 4 – what are the benefits to the community? The Youth Advisory Committee brings fresh voices and new ideas, builds trust, and helps shape services in the City.

KM 5 – what are the benefits of being part of the committee? The Youth Advisory Committee members make a real impact, grow leadership skills, meet other youth and local leaders, and gain valuable experience.

Promo Postcard idea (e.g. hand out at Canada Day):

2 sided – Front = Community message
Back = Youth recruitment





REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: 2025 Canada Day Youth Advisory Committee Booth Discussion

DIVISION: Community and Protective Services

SUMMARY:

The Youth Advisory Committee (YAC) will start planning to host a booth at the 2025 Canada Day event.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

At the March 13, 2025 YAC meeting, Committee unanimously approved to host a booth at the City of Spruce Grove Canada Day event. It was determined that this event provides an opportunity for the YAC members to share information about the Committee and connect with other local youth. In addition, it aligns with the work plan priority to increase the Youth Advisory Committee's presence in the community.

The YAC members will brainstorm ideas for how they will engage with the public at this event. This will include a fun activity that will draw attention, and an engagement design to gather insight.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

The Administrative Liaison will connect with the Recreation and Culture department to register.

IMPLEMENTATION / COMMUNICATION:

The Administrative Liaison will purchase any materials needed for the booth.

IMPACTS:

The Youth Advisory Committee will participate and engage in a City event that will:

- provide YAC members with exposure and an opportunity to interact with the community.
- help in the recruitment of new YAC members.
- assist YAC members in understanding their community and broaden their perspectives.

FINANCIAL IMPLICATIONS:

Costs will be determined during the planning phase and will be covered by the approved YAC operating budget.



REQUEST FOR DECISION

MEETING DATE: May 1, 2025

TITLE: Adjournment - Youth Advisory Committee - May 1, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

Adjournment indicates the end of the meeting and the completion of the agenda items.

PROPOSED MOTION:

THAT the Youth Advisory Committee adjourn at TIME p.m.

BACKGROUND / ANALYSIS:

The Chair shall ask for a motion from the Committee. Once the motion has been made and the members vote, the meeting is now complete.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a