



THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

September 18, 2025, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Spruce Grove, AB T7X 3E8

- Members Present:**
- Councillor Carter, Chair
 - Councillor Houston, Vice-Chair
 - Councillor Oldham
 - Bruce Mullett, Commercial Sector Representative
 - Charlene Bell, Public-at-Large
 - Teresa Bateman, Public-at-Large
 - Tyler Perozni, Commercial Sector Representative
 - Victor Moroz, City Centre Business Association Representative
(attended virtually)
- Members Absent:**
- Don Cooper, Industrial Sector Representative
 - Kelly John Rose, Greater Parkland Regional Chamber Representative
- Also in Attendance:**
- Anika Gutowski, Economic Development Marketing Advisor
 - Monique Pelletier, Economic Development Specialist - Business Development
 - Dave Walker, Administrative Liaison

DRAFT

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

1. CALL TO ORDER

Councillor Oldham called the meeting to order at 7:03 p.m.

Councillor Carter joined the meeting at 7:04 p.m.

2. AGENDA

**2.1 Adoption of the Agenda - Economic Development Advisory Committee -
September 18, 2025**

Resolution: EDAC-015-25

Moved by: Tyler Perozni

THAT the agenda be adopted as presented.

Unanimously Carried

3. MINUTES

**3.1 Approval of Minutes - Economic Development Advisory Committee - June 24,
2025**

Resolution: EDAC-016-25

Moved by: Charlene Bell

THAT the June 24, 2025 Economic Development Advisory Committee meeting minutes be approved as presented.

Unanimously Carried

4. CLOSED SESSION

Resolution: EDAC-017-25

Moved by: Teresa Bateman

THAT the Economic Development Advisory Committee go into Closed Session at 7:05 p.m. under the following section(s) of the *Access to Information Act*:

Item 4.1 Spruce Grove City Centre Incentives - Presentation of Draft Report

Section 29; Advice from officials

Item 4.2 Spruce Grove Event Tourism Strategy - Presentation of Draft Strategy

Section 29; Advice from officials

Unanimously Carried

Councillor Oldham relinquished the Chair, and Councillor Carter resumed as Chair, of the Economic Development Advisory Committee meeting at 7:06 p.m.

4.1 Spruce Grove City Centre Incentives - Presentation of Draft Report

The following persons were also in Closed Session to provide information or administrative support for item 4.1 Spruce Grove City Centre Incentives - Presentation of Draft Report:

Dave Walker, Jodi Fulford, Karla Daniels, Monique Pelletier, Anika Gutowski, Nicole Hitchens, and Andrew Fayn, Senior Vice-President, MXD Development Strategies Ltd.

4.2 Spruce Grove Event Tourism Strategy - Presentation of Draft Strategy

The following persons were also in Closed Session to provide information or administrative support for item 4.2 Event Tourism Strategy - Presentation of Draft Strategy:

Dave Walker, Jodi Fulford, Karla Daniels, Monique Pelletier, Anika Gutowski, Nicole Hitchens, and Meaghan Carey, Partner, RC Strategies.

4.3 Return to Open Session - September 18, 2025

Resolution: EDAC-018-25

Moved by: Tyler Perozni

THAT Committee return to Open Session at 8:28 p.m.

Unanimously Carried

5. **BUSINESS ARISING FROM CLOSED SESSION**

There was no Business Arising from Closed Session.

6. **DELEGATIONS**

There were no Delegations on the agenda.

7. **ADMINISTRATIVE UPDATES**

7.1 **Industrial Land Incentives Program Update**

Dave Walker, Administrative Liaison, provided a presentation on the Industrial Land Incentive Program.

Committee thanked Dave Walker for the presentation.

7.2 **Early-Stage Business Support Program Update**

Monique Pelletier, Economic Development Specialist - Business Development, provided a presentation on the Early-Stage Support Program.

Committee thanked Monique Pelletier for the presentation.

8. **BUSINESS ITEMS**

8.1 **Economic Development Advisory Committee 2025 Meeting Schedule Amendment**

Dave Walker, Administrative Liaison, provided a presentation on the Economic Development Advisory Committee 2025 Meeting Schedule Amendment.

Committee thanked Dave Walker for the presentation.

Resolution: EDAC-019-25

Moved by: Charlene Bell

THAT the Economic Development Advisory Committee 2025 Meeting Schedule be amended by scheduling an additional meeting on December 2, 2025.

Unanimously Carried

9. **INFORMATION ITEMS**

There were no Information Items on the agenda.

10. **ADJOURNMENT**

10.1 **Adjournment - Economic Development Advisory Committee - September 18, 2025**

Resolution: EDAC-020-25

Moved by: Tyler Perozni

THAT the Economic Development Advisory Committee meeting adjourn at 8:48 p.m.

Unanimously Carried

Danielle Carter, Chair

Nicole Hitchens, Recording Secretary

Date Signed