



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING

Tuesday, January 20, 2026, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Spruce Grove, AB T7X 3E8

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REQUEST FOR DECISION

MEETING DATE: January 20, 2026

TITLE: Adoption of the Agenda - Economic Development Advisory Committee - January 20, 2026

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: January 20, 2026

TITLE: Minutes - Economic Development Advisory Committee -
December 2, 2025

DIVISION: Strategic and Communication Services

SUMMARY:

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

PROPOSED MOTION:

THAT the December 2, 2025 Economic Development Advisory Committee meeting minutes be approved as presented.

BACKGROUND / ANALYSIS:

The Economic Development Advisory Committee meeting 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 December 2, 2025 Economic Development 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 Economic Development Advisory Committee

December 2, 2025, 7 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Spruce Grove, AB T7X 3E8

Members Present: Councillor Stevenson, Chair
Councillor Bennett, Vice-Chair
Councillor Carter
Bruce Mullett, Commercial Sector Representative
Charlene Bell, Public-at-Large
Don Cooper, Industrial Sector Representative (attended virtually)
Kelly John Rose, Greater Parkland Regional Chamber Representative (attended virtually)
Tyler Perozni, Commercial Sector Representative
Victor Moroz, City Centre Business Association Representative

Members Absent: Teresa Bateman, Public-at-Large

Also in Attendance: Dave Walker, Administrative Liaison
Jodi Fulford, Economic Development Specialist - Commercial
Karla Daniels, Economic Development Specialist - Industrial

Monique Pelletier, Economic Development Specialist - Business Development
Nicole Hitchens, Recording Secretary
Corrie Priebe, Strategic Initiatives Lead

1. CALL TO ORDER

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

Chair Erin Stevenson introduced herself and the new Council members who were appointed to EDAC. Roundtable member introductions were made.

Chair Erin Stevenson acknowledged and thanked outgoing EDAC members: Charlene Bell (public-at-large representative), Bruce Mullett (commercial sector representative), Victor Moroz (City Centre Business Association representative), and Kelly John Rose (Regional Chamber of Commerce representative).

2. AGENDA

2.1 Adoption of the Agenda - Economic Development Advisory Committee - December 2, 2025

The following addition was made to the agenda:

Addition: Item 6.2 - Edmonton Global Presentation

Resolution: EDAC-021-25

Moved by: Bruce Mullett

THAT the agenda be adopted as amended.

Unanimously Carried

3. MINUTES

3.1 Approval of Minutes - Economic Development Advisory Committee - September 18, 2025

Resolution: EDAC-022-25

Moved by: Tyler Perozni

THAT the September 18, 2025 Economic Development Advisory Committee meeting minutes be approved as presented.

Unanimously Carried

4. DELEGATIONS

4.1 City of Spruce Grove Wayfinding Project

Corrie Priebe, Strategic Initiatives Lead with Recreation and Culture, introduced Andrew Thompstone and Hannah Oler of Cygnus Design Group.

Andrew Thompstone provided a presentation on the City of Spruce Grove Wayfinding Project.

Committee thanked Corrie Priebe, Andrew Thompstone, and Hannah Oler for the presentation.

5. ADMINISTRATIVE UPDATES

5.1 Early-Stage Business Support Program Update and Next Steps

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

Committee thanked Monique Pelletier for the presentation.

5.2 Spruce Grove Event Hosting Strategy - Project Update

Dave Walker, Administrative Liaison, and Jodi Fulford, Economic Development Specialist - Commercial, provided a presentation on the Spruce Grove Event Hosting Strategy - Project Update.

Committee thanked Dave Walker and Jodi Fulford for the presentation.

6. BUSINESS ITEMS

6.1 2026 Economic Development Advisory Committee Meeting Dates

Dave Walker, Administrative Liaison, provided a presentation on 2026 Economic Development Advisory Committee Meeting Dates.

Returning committee members agreed to hold January 20, 2026 in their calendar for the EDAC Organizational Meeting until Administration can confirm the availability of the incoming EDAC members later this month.

The 2026 Meeting Schedule will come forward for Committee's approval at the January Organizational Meeting.

Committee thanked Dave Walker for the presentation.

6.2 Edmonton Global Presentation

Tyler Perozni, EDAC member, requested that committee consider inviting Edmonton Global to give a presentation at an upcoming meeting to learn what will drive the region in the next 10 - 20 years. He advised that the information could provide an understanding of the strength of economic development in the City of Spruce Grove.

Committee discussed the item which resulted in no further action.

7. INFORMATION ITEMS

There were no Information Items on the agenda.

8. CLOSED SESSION

Resolution: EDAC-023-25

Moved by: Victor Moroz

THAT the Economic Development Advisory Committee go into Closed Session at 9:09 p.m. under the following section(s) of the *Access to Information Act*:

Item 8.1 Spruce Grove City Centre Revitalization Incentives - Wrap-Up Report and Next Steps

Section 29; Advice from officials

Unanimously Carried

8.1 Spruce Grove City Centre Revitalization Incentives - Wrap-Up Report and Next Steps

The following persons were also in Closed Session to provide information or administrative support for item 8.1 Spruce Grove City Centre Revitalization Incentives - Wrap-Up Report and Next Steps:

Dave Walker, Jodi Fulford, Karla Daniels, Monique Pelletier, and Nicole Hitchens.

8.2 Return to Open Session - December 2, 2025

Resolution: EDAC-024-25

Moved by: Victor Moroz

THAT Committee return to Open Session at 9:49 p.m.

Unanimously Carried

9. **BUSINESS ARISING FROM CLOSED SESSION**

9.1 Spruce Grove City Centre Revitalization Incentives - Wrap-Up Report and Next Steps

Resolution: EDAC-025-25

Moved by: Bruce Mullett

THAT the Spruce Grove City Centre Study of Revitalization Incentives Report and recommendations be forwarded to City Council and Administration for review.

Unanimously Carried

10. **ADJOURNMENT**

10.1 Adjournment - Economic Development Advisory Committee - December 2, 2025

Resolution: EDAC-026-25

Moved by: Victor Moroz

THAT the Economic Development Advisory Committee meeting adjourn at 9:49 p.m.

Unanimously Carried

DRAFT

Erin Stevenson, Chair

Nicole Hitchens, Recording Secretary

Date Signed

DRAFT



REQUEST FOR DECISION

MEETING DATE: January 20, 2026

TITLE: 2025 Economic Development Advisory Committee Activity Report

DIVISION: City Manager's Office

SUMMARY:

The 2025 Economic Development Advisory Committee (EDAC) Activity Report summarizes the work completed by members in 2025. This report will be approved and recommended to Council. In addition, EDAC will select two committee members to present the report to Council.

PROPOSED MOTION:

THAT the 2025 Economic Development Advisory Committee Activity Report be approved and recommended to Council.

BACKGROUND / ANALYSIS:

The 2025 EDAC Activity Report summarizes the work completed by committee members in 2025. Key initiatives include the City Centre Redevelopment Incentives, Event Attraction and Tourism Strategy, and Industrial Land Strategy.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a

2025 ACTIVITY REPORT

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

EDAC January 20, 2026

EDAC 2025 RE-CAP

EDAC 2025 Meetings:

- January 21st
 - April 1st
 - June 24th
- September 18th
- December 2nd (Special Meeting)

2025 COMMITTEE MEMBERS

Councillor Danielle Carter - Chair	Bruce Mullett – Commercial Sector
Councillor Stuart Houston – Vice Chair	Tyler Perozni – Commercial Sector
Councillor Dave Oldham	Don Cooper – Industrial Sector
Victor Moroz – City Centre Business Association	Charlene Bell – Public-at-Large
Kelly John Rose – Greater Parkland Regional Chamber	Teresa Bateman – Public-at-Large

EDAC

ACTIVITY REPORT 2025

City Centre Redevelopment Incentives

To identify ways to incentivize redevelopment in City Centre

- Completion of a City Centre Redevelopment Incentives Report
 - Report led to recommendations to stimulate investment in City Centre
 - Recommendations were reviewed and endorsed by EDAC
 - Direction to forward report to Council and Administration for review
 - Scheduled for Council decision on February 9th, 2026
- Recommendations include
 - Property tax abatement
 - Review of the City Centre Area Redevelopment Plan (CCARP)
 - Development of a marketing package describing potential redevelopment opportunities
 - Other incentives deemed appropriate as opportunities arise

EDAC ACTIVITY REPORT 2025

Event Attraction & Tourism Strategy

To position Spruce Grove as a premier event destination

- A project was undertaken to explore ways to attract major events that would support economic development and community values.
- RC Strategies was engaged to help define the opportunity and review what types of programs and support other municipalities use to attract and host events.
- The report was completed in November 2025 and has been reviewed by EDAC as well as participating City departments and the Tri Leisure Centre.
- The next phase of the project will be to development of recommendations for consideration by Council. This will be included in the 2026 EDAC work plan.

EDAC ACTIVITY REPORT 2025

Industrial Land Strategy

To support attraction of industrial investment

- EDAC identified the need for the City to develop an Industrial Land Strategy to incentivize developers and increase the supply of serviced industrial land.
- The next stage will be to develop recommendations on possible incentives and other strategies which will help Spruce Grove to compete with other jurisdictions in attracting industrial investment.
- This will be included in EDAC's 2026 work plan to work with the City in developing recommendations.
- A Request for Proposals was release on January 12th with a deadline of February 12th, 2026

EDAC ACTIVITY REPORT 2025

Other Tasks:

- EDAC participated in a workshop to provide input into the Wayfinding Project led by Recreation & Culture. This included specifically looking at City Centre as well as parks and trails.
- EDAC members continued to provide support to the SMARTstart program that was part of their 2025 workplan. Members participated as mentors and subject matter experts in the first year of the program.

EDAC ACTIVITY REPORT 2025

In Closing:

- EDAC to approve the 2025 Activity Report.
- EDAC to choose two committee members to present the 2025 Activity Report to Council.

Thank you!



REQUEST FOR DECISION

MEETING DATE: January 20, 2026

TITLE: 2026 Economic Development Advisory Committee Work Plan Approval

DIVISION: City Manager's Office

SUMMARY:

In accordance with C-1121-20 - Economic Development Advisor Committee (EDAC) Bylaw, EDAC is required to develop an annual work plan for Council approval. In addition, two EDAC members will be selected to present both the 2025 EDAC Activity Report and proposed 2026 EDAC Work Plan to Council.

PROPOSED MOTION:

THAT the Economic Development Advisory Committee approve the 2026 EDAC Work Plan and recommend it to Council.

THAT Economic Development Advisory Committee members [NAME] and [NAME] be selected to present the 2025 EDAC Activity Report and proposed 2026 EDAC Work Plan to Council.

BACKGROUND / ANALYSIS:

The proposed 2026 EDAC Work Plan will be reviewed by EDAC who will either amend it or approve it. The work plan items include:

- Industrial Land Strategy
- Event Attraction and Tourism Strategy
- Continued support for SMARTstart program
- Review of City Centre Area Redevelopment Plan (CCARP)

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a

PROPOSED 2026 WORK PLAN

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

EDAC - January 20, 2026

2026 EDAC MEMBERS

2026 COMMITTEE MEMBERS

Councillor Erin Stevenson - Chair	Victor Moroz - Commercial Sector
Councillor Spencer Bennett -Vice-Chair	Don Cooper - Industrial Sector
Councillor Danielle Carter	Darrell Demers - Industrial Sector
Jason Lohr - City Centre Business Association	Teresa Bateman - Public-at-Large
Bruce Mullett - Parkland Regional Chamber of Commerce	Stuart Houston - Public-at-Large
Tyler Perozni - Commercial Sector	

EDAC PROPOSED 2026 WORK PLAN

In accordance with EDAC Bylaw C-1121-20, the Committee is required to develop an annual work plan for Council approval.

- **Industrial Land Strategy**
 - EDAC to review the current supply of serviced industrial land and buildings
 - Develop recommendations on incentives to increase supply for consideration by the City.
- **Event Attraction & Tourism Strategy**
 - EDAC will support the development of recommendations to support the development and implementation of an Event Attraction & Tourism Strategy.
- **Continued Support for the SMARTstart Program**
 - As part of the 2026 cohort of the SMARTstart program, EDAC members will continue to support the program as mentors and presenters.
- **Review of City Centre Area Redevelopment Plan (CCARP)**
 - The CCARP is to be reviewed every five years and EDAC would provide input into the review process.

EDAC PROPOSED 2026 WORK PLAN

In accordance with EDAC Bylaw C-1121-20, the Committee is required to develop an annual work plan for Council approval.

- Any other issues that EDAC would like to recommend to Council as part of the 2026 Work Plan.
- The proposed work plan will be presented to Council for approval on March 16, 2026.

THANK YOU



REQUEST FOR DECISION

MEETING DATE: January 20, 2026

TITLE: Adjournment - Economic Development Advisory Committee - January 20, 2026

DIVISION: Strategic and Communication Services

SUMMARY:

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

PROPOSED MOTION:

THAT the Economic Development Advisory Committee meeting 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