



The City of
**SPRUCE
GROVE**

THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

March 17, 2026, 6 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, Greater Parkland Regional Chamber Representative
Darrell Demers, Industrial Sector Representative
Don Cooper, Industrial Sector Representative
Jason Lohr, City Centre Business Association Representative
Stuart Houston, Public-at-Large Representative
Teresa Bateman, Public-at-Large Representative
Tyler Perozni, Commercial Sector Representative
Victor Moroz, Commercial Sector Representative

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
Karie Nothof, Recording Secretary

1. CALL TO ORDER

Chair Erin Stevenson called the meeting to order at 6:01 p.m.

1.1 Introduction of the New City of Spruce Grove Brand

Chair Erin Stevenson provided an introduction of the new City of Spruce Grove Brand and shared the launch video with the Committee.

2. AGENDA

2.1 Adoption of the Agenda - Economic Development Advisory Committee - March 17, 2026

Resolution: EDAC-010-26

Moved by: Victor Moroz

THAT the agenda be adopted as presented.

Unanimously Carried

3. MINUTES

3.1 Approval of Minutes - Economic Development Advisory Committee Organizational and Regular Meetings - January 20, 2026

Resolution: EDAC-011-26

Moved by: Jason Lohr

THAT the January 20, 2026 Economic Development Advisory Committee Organizational and Regular Meeting minutes be approved as presented.

Unanimously Carried

4. DELEGATIONS

4.1 Industrial Land and Building Incentives Strategy Kick-Off

Chris Steele, Officer In Charge - EBP, provided a presentation on Industrial Land and Building Incentives Strategy.

Committee thanked Chris Steele for the presentation.

4.2 Event Tourism Strategic Plan Workshop

Jodi Fulford, Economic Development Specialist - Commercial, introduced Meaghan Carey.

Meaghan Carey, Partner - RC Strategies, provided a presentation on the Event Tourism Strategic Plan.

Committee thanked Meaghan Carey and Jodi Fulford for the presentation.

5. **ADMINISTRATIVE UPDATES**

5.1 Early-Stage Business Support Program SMARTstart Update

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

Committee thanked Monique Pelletier for the presentation.

5.2 The Grove Guide

Karla Daniels, Economic Development Specialist - Industrial, requested that the Grove Guide item be deferred to the June 2, 2026 Economic Development Advisory Committee Meeting.

Resolution: EDAC-012-26

Moved by: Tyler Perozni

THAT the Grove Guide item be deferred to the June 2, 2026 Economic Development Advisory Committee meeting.

Unanimously Carried

6. **BUSINESS ITEMS**

There were no Business Items on the agenda.

7. **INFORMATION ITEMS**

There were no Information Items on the agenda.

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 - Economic Development Advisory Committee - March 17, 2026

Moved by: Victor Moroz

Resolution: EDAC-013-26

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

Unanimously Carried

Erin Stevenson, Chair

Karie Nothof, Recording Secretary

Date Signed

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