



YOUTH ADVISORY COMMITTEE MEETING

Thursday, May 30, 2024, 4 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

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7.1 Committee Member Updates - Roundtable

7.2 Councillor Updates

8. CLOSED SESSION

8.1 Youth Advisory Committee - Event Feedback
FOIP Section 24; Advice from officials Karey Steil

8.2 Youth Advisory Committee - 2025 Recruitment
FOIP Section 17; Disclosure harmful to personal privacy Karey Steil

8.3 Return to Open Session - May 30, 2024

9. BUSINESS ARISING FROM CLOSED SESSION

10. ADJOURNMENT

10.1 Adjournment - Youth Advisory Committee - May 30, 2024

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REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: Adoption of the Agenda - Youth Advisory Committee - May 30, 2024

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 30, 2024

TITLE: Minutes - Youth Advisory Committee Meeting - May 2, 2024

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 May 2, 2024 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 May 2, 2024 Youth Advisory Committee meeting minutes be approved as amended.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

n/a

DRAFT



THE CITY OF SPRUCE GROVE

Minutes of the Youth Advisory Committee

May 2, 2024, 4 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Members Present: Hannah Dunbar, Vice Chair
Cole Cochrane
Havana Sinclair
Isabella Quitanilla
Jasmeet Pujji
Joaquin Tabulog
Josh Morin
Rowan Johnson
Sierra Manning
Councillor Oldham

Members Absent: Cara Nicholls, Chair
Dylan Yee
Councillor Carter

Also in Attendance: Clayton Robinson, Senior Environmental Advisor
Karey Steil, Administrative Liaison
Nicole Hitchens, Recording Secretary

1. CALL TO ORDER

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

1.1 Icebreaker Activity

Karey Steil, Administrative Liaison, led the Icebreaker Activity.

Sierra Manning joined the meeting at 4:05 p.m.

2. AGENDA

2.1 Adoption of the Agenda - Youth Advisory Committee - May 2, 2024

Resolution: YAC-026-24

Moved by: Havana Sinclair

THAT the agenda be adopted as presented.

Unanimously Carried

3. MINUTES

3.1 Approval of Minutes - Youth Advisory Committee - April 4, 2024

Resolution: YAC-027-24

Moved by: Rowan Johnson

THAT the April 4, 2024 Youth Advisory Committee Meeting minutes be approved as presented.

Unanimously Carried

4. DELEGATIONS

4.1 Youth Entrepreneurs Training Initiative

Vice Chair Hannah Dunbar introduced Jessica Barter-Kolic of the Community Futures Capital Region.

Jessica Barter-Kolic provided a presentation on the Youth Entrepreneurs Training Initiative (YETI).

Committee thanked Jessica Barter-Kolic for the presentation.

4.2 Waste Management and Water Conservation

Vice Chair Hannah Dunbar introduced Clayton Robinson, Senior Environmental Advisor for the City of Spruce Grove.

Clayton Robinson provided a presentation on environmental messaging on waste management and water conservation, in preparation for Spruce Up Spruce Grove on May 25, 2024.

Committee thanked Clayton Robinson for the presentation.

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

Vice Chair Hannah Dunbar reconvened the meeting at 4:59 p.m.

5. **ADMINISTRATIVE UPDATES**

5.1 Administrative Updates - May 2, 2024

Karey Steil, Administrative Liaison, provided updates on event plans for Spruce Up Spruce Grove, the City Centre Business Association (CCBA) Teen Zone, and Teen Takeover, and volunteer sign up.

Following the meeting, Karey Steil will assign the volunteer opportunities and send detailed information to Committee Members.

Committee thanked Karey Steil for the presentation.

6. **BUSINESS ITEMS**

6.1 Allied Arts Council Opportunities 2024

Karey Steil, Administrative Liaison, presented on several Allied Arts Council opportunities that support the Youth Advisory Committee's priority of "supporting local arts, culture, and a variety of small business".

Committee thanked Karey Steil for the presentation.

Resolution: YAC-028-24

Moved by: Josh Morin

THAT the Youth Advisory Committee support the Allied Arts Council 2023/2024 High School Art Show by providing assistant judges on May 15, 2024.

DRAFT

In Favour: Havana Sinclair, Jasmeet Pujji, Joaquin Tabulog, Josh Morin, Rowan Johnson, and Sierra Manning

Opposed: Cole Cochrane and Isabella Quitanilla

Carried

Resolution: YAC-029-24

Moved by: Havana Sinclair

THAT the Youth Advisory Committee support the Allied Arts Council 2023/2024 High School Art Show by presenting the Grade 10, 11, and 12 awards on May 18, 2024.

In Favour: Cole Cochrane, Havana Sinclair, Joaquin Tabulog, Josh Morin, Rowan Johnson, and Sierra Manning

Opposed: Isabella Quitanilla and Jasmeet Pujji

Carried

Resolution: YAC-030-24

Moved by: Joaquin Tabulog

THAT the Youth Advisory Committee support the Allied Arts Council 2023/2024 High School Art Show by sponsoring the prizes for the Grade 10, 11, and 12 winners.

In Favour: Cole Cochrane, Havana Sinclair, Isabella Quitanilla, Jasmeet Pujji, Joaquin Tabulog, Josh Morin, and Sierra Manning

Opposed: Rowan Johnson

Carried

Resolution: YAC-031-24

Moved by: Cole Cochrane

THAT the Youth Advisory Committee work with Allied Arts Council to create a tile mural.

Unanimously Carried

6.2 National Day of Awareness of Missing and Murdered Indigenous Women and Girls and Two-Spirit People Event - May 5, 2024

Karey Steil, Administrative Liaison, presented on the National Day of Awareness of Missing and Murdered Indigenous Women and Girls and Two-Spirit People event on May 5, 2024, for consideration of YAC support.

Committee thanked Karey Steil for the presentation.

Resolution: YAC-032-24

Moved by: Isabella Quitanilla

THAT the Youth Advisory Committee support the National Day of Awareness of Missing and Murdered Indigenous Women and Girls and Two-Spirit People event on May 5, 2024.

Unanimously Carried

6.3 Youth Advisory Committee Promotional Banner

Karey Steil, Administrative Liaison, presented on a banner that will be created to bring awareness to the Youth Advisory Committee and events they support.

Committee thanked Karey Steil for the presentation.

Resolution: YAC-033-24

Moved by: Josh Morin

THAT the Youth Advisory Committee approve the creation of a Youth Advisory Committee promotional banner.

Unanimously Carried

7. INFORMATION ITEMS

7.1 Committee Member Updates - Roundtable

Committee members provided updates on youth events they recently attended.

Vice Chair Hannah Dunbar thanked Committee for the updates.

7.2 Councillor Updates

Councillor Oldham provided an update on a Leaders in Training program, Spruce Grove's Block Party program, Re-Imagine Central Park, and Bill 20 - *Municipal Affairs Statutes Amendment Act, 2024*.

Vice Chair Hannah Dunbar thanked Councillor Oldham for the update.

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 - May 2, 2024

Resolution: YAC-034-24

Moved by: Havana Sinclair

THAT the Youth Advisory Committee adjourn at 5:52 p.m.

Unanimously Carried

Cara Nicholls, Chair

Nicole Hitchens, Recording Secretary

Date Signed



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: Prize Draw for Spruce Up Spruce Grove

DIVISION: Community and Protective Services

SUMMARY:

Spruce Up Spruce Grove offers three classroom prizes for school participants and the Youth Advisory Committee sponsored a fourth prize. The prize winners for all four prizes will be drawn at the May 30, 2024 YAC meeting.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

At the April 4, 2024 Youth Advisory Committee meeting, a motion was passed to support Spruce Up Spruce Grove, which included a YAC sponsored prize for school classroom participation. The prize value is \$250.

Winning classrooms have the option of a pizza party or drop-in day passes to the Tri Leisure Center. There are four prizes in total. If available, a YAC member could present the YAC sponsored prize to the winning classroom.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

The prize money is covered within the YAC budget.



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: City of Spruce Grove Housing Strategy

DIVISION: Strategic and Communication Services

SUMMARY:

The City of Spruce Grove is developing a Housing Strategy to help meet the housing needs of the community and inform future decisions on land use and development.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The housing strategy will impact Spruce Grove residents and businesses as it will guide the City's approach to housing and inform future decisions on land use and housing developments. It will outline expected outcomes, goals, and actions to support the development of a variety of housing choices to meet the needs of the community. The housing strategy is expected to be completed in fall 2024 and a phased approach is being taken.

The first step, in developing the City's housing strategy, is to complete a Housing Needs Assessment which provides a snapshot of housing needs in Spruce Grove. The assessment identifies what housing gaps exist today in Spruce Grove and what housing demands and gaps may exist in the future.

The needs assessment will be used to inform the housing strategy.

The next step in developing the housing strategy is to conduct public engagement. The engagement will inform the development and implementation of the City's housing strategy and policies and validate gaps in needed housing stock identified through the City's Housing

Needs Assessment. The housing strategy engagement involves a variety of participants to ensure there is a fulsome view of housing in Spruce Grove.

During the presentation to the Youth Advisory Committee, the project team will provide a general overview of the housing strategy project. Following the presentation, the project team will ask YAC for feedback to inform the strategy development.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Public engagement is being undertaken to inform the development of the City of Spruce Grove's housing strategy.

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:


The housing strategy will impact all Spruce Grove residents as it guides the City's approach to meeting its housing goals and inform future decisions on land use and development across the housing continuum.

FINANCIAL IMPLICATIONS:

n/a

Housing Strategy

Community Engagement



The City is developing a Housing Strategy to help meet the housing needs for our community and inform future decisions on land use and development.

Housing Strategy Overview

What it is

- The strategy will
 - outline the City's expected outcomes, goals, and actions for housing; and
 - examine the housing types in our community and identify responses to the City's housing needs.
 - focus on market rental and home ownership and affordable housing as well as assisted living for seniors.

What it isn't

- The strategy will not include emergency shelters and transitional/short term supportive housing
 - These will be addressed by the City's social programming including the mobile Community Outreach Program

Housing Strategy Timeline

Housing Needs Assessment (January – May 2024)

Conduct a comprehensive housing needs assessment examining the City's current and future housing needs

Public Engagement (June – July 2024)

Conduct public engagement including residents and other impacted parties

Housing Strategy (July – October 2024)

Develop the Housing Strategy outlining the City's expected outcomes, goals, and actions to support the development of a variety of housing choices to meet the needs of the community



Key Housing Terms

Dwelling (Land Use Bylaw C-824-12): A complete building or self-contained portion of a building used by a household, containing a kitchen, living, sleeping and sanitary facilities intended as a permanent residence and having an independent entrance either from the outside of the building or through a common area inside the building. Dwelling shall also mean dwelling unit.

Apartment: A room or suite of rooms used as living quarters. A dwelling unit in a multi-unit residential building. Apartments can be rented or owned.

Emergency Shelters: Facilities that provide temporary, short-term accommodation for homeless individuals and families. In some cases, emergency shelters may also provide other supports including food, clothing, or other services such as counselling.

Row Housing (Land Use Bylaw C-824-12): A development of three or more dwellings joined in whole or in part at the side or stacked vertically (maximum of two dwellings).

Semi-Detached Dwelling (Land Use Bylaw C-824-12): A building that contains two dwelling units that share a common wall, each with separate entrances.

Single Detached Home: A stand alone home that is not attached to another house.

Key Housing Terms

Market Housing: Housing that is produced by the private sector that is rented or sold at current market rates. Rental housing refers to residential properties that are rented to tenants in exchange for regular rental payments. Home ownership refers to a dwelling that is privately purchased at market rates, typically involving regular mortgage payments.

Non-Market Housing: Housing that is designed for independent living by individuals or families who cannot afford housing at market rates, or who have needs that are not being met by market housing.

Supportive Housing: Stable housing that is provided on a short- or long-term basis that is specifically designed and operated to provide a safe, secure, home-like environment for tenants that may require additional living supports. Common supports provided include social services, provision of meals, housekeeping, and social/recreational activities that respect tenants' independence, privacy, and dignity.

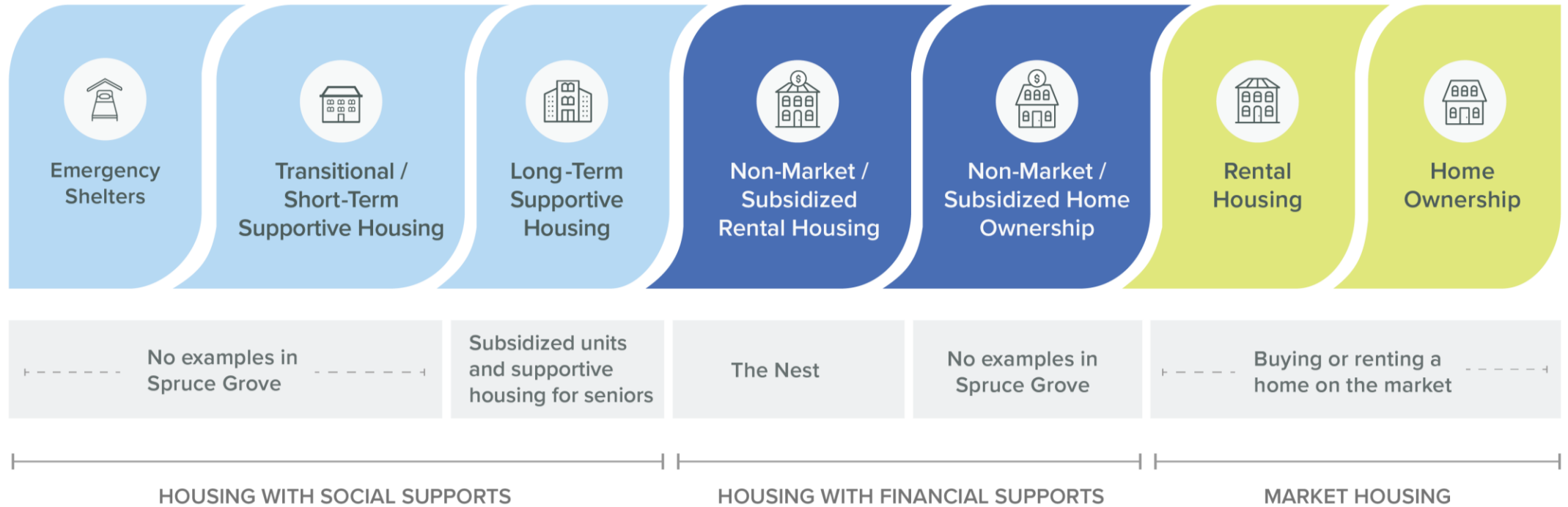
Transitional Housing: Stable housing provided as a short-term step between emergency housing and long-term housing. Supports may also be provided to tenants to help stabilize their long-term housing situation.

Key Housing Terms

Core Housing Need (CMHC): A household is in core housing need if its housing does not meet one or more of the adequacy, suitability or affordability standards and spends 30% or more of its before-tax income to pay the median rent (including utility costs) of alternative local market housing that meets all three standards. A household is in extreme core housing need if spending more than 50% of its before-tax income to pay for shelter.

- **Adequate Housing:** Does not require any major repairs, according to residents. Major repairs include those to defective plumbing or electrical wiring, or structural repairs to walls, floors or ceilings.
- **Affordable Housing (Land Use Bylaw C-824-12):** A Dwelling shall be deemed as Affordable Housing when the cost of purchasing or renting the dwelling inclusive of heating costs are no more than 30% of the annual Core Needs Income Thresholds for Spruce Grove as determined by the Canada Mortgage and Housing Corporation.
- **Suitable Housing:** Suitable housing has enough bedrooms for the size and make-up of resident households, according to guidelines outlined in National Occupancy Standard.

Housing Continuum



EXAMPLES

No examples in Spruce Grove

Subsidized units and supportive housing for seniors

The Nest

No examples in Spruce Grove

Buying or renting a home on the market

HOUSING WITH SOCIAL SUPPORTS

HOUSING WITH FINANCIAL SUPPORTS

MARKET HOUSING

Housing Types

- Single detached house
- Semi-detached house (e.g. duplex)
- Row house (e.g. townhouse)
- Apartment unit
- Secondary suites (e.g. basement suite, garden suite, garage suite)
- Room in a house
- Manufactured or mobile home
- Modular home



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Housing Needs Assessment (HNA)

- The City recently completed an HNA to identify current and future housing needs and inform Housing Strategy development and engagement.
- The HNA is an in-depth report informed by data and research providing a snapshot of the community of Spruce Grove.
- For more details on the HNA, go to [insert URL].



HNA Key Findings - Demographics

Spruce Grove is a dynamic and growing city.

- Spruce Grove's population nearly doubled between 2006 and 2021, increasing from 19,500 to more than 37,600 residents.
- The Spruce Grove population is diversifying.
 - Seniors accounted for 13% of the city's population in 2021, compared to 9% in 2006.
 - The proportion of the city's population identifying as a visible minority has more than quadrupled since 2006, increasing from 2% of the total population in 2006 to 10% in 2021.

HNA Key Findings - Households

Household changes reflect demographic shifts happening in Spruce Grove.

- The number of households in Spruce Grove has more than doubled between 2006 to 2021, increasing from 7,070 to 14,275.
 - By 2029, there are projected to be over 17,500 households living in Spruce Grove.
 - Growth in household numbers can be attributed to the increasing proportion of one-person households living in the city, representing 17.8% of all households in 2006 and 21.5% as of 2021.
- Renters accounted for less than one-in-five households (18%) in 2006, but by 2021, nearly a quarter of all households were renters (24%).
 - Renter households are projected to drive household growth in the future: by 2029, renter households are projected to account for 27% of all households in Spruce Grove.
- There has also been a shift away from single-income households towards dual-income households in Spruce Grove: in 2011, 44% of all households (4,240) were dual income, compared to 50% in 2021 (7,155).

HNA Key Findings – Housing Stock

Spruce Grove's housing profile is changing with its demographics.

- Most of the housing stock in Spruce Grove consists of single-detached homes as of 2021 (63% of all housing in the city).
 - Decrease from 2011 - 72% of the city's housing stock was single detached.
- 60% of housing stock within Spruce Grove was built within the last 20 years and is reported to be in good condition (i.e. no major repairs are needed).

HNA Key Findings – Homeownership

Affordability is a challenge to ownership for key groups in Spruce Grove .

- Median sales price of single-detached homes in Spruce Grove increased by 20% over the past five years to \$445,000 in 2023.
- Apartment condos that are privately owned saw a 15% decline in median sales price to \$173,000 in 2023.
- Single-detached dwellings are the most unaffordable form of housing in Spruce Grove.
- Condominiums and apartment forms of dwellings are affordable for ownership for all median-earning household types.
- Individuals on AISH, low-income seniors, and minimum wage earning full-time employees cannot afford ownership of any type of housing unit in Spruce Grove. These individuals must meet their housing needs through the rental market.

HNA Key Findings – Rental market

Purpose-built rental housing is increasingly expensive and scarce in Spruce Grove.

- Rental prices in Spruce Grove increased by 21% between 2018 and 2023, with average rents growing from \$1,200 per month to \$1,450. This trend is comparable to neighbouring communities.
- Since 2021, vacancy rates for purpose-built rentals in Spruce Grove have been below 3%, indicating significant pressure in the market.
- Based on the total number of rental households in Spruce Grove (3,375), approximately 41% of the city's renters are living in the secondary rental market.
- Market rental rates are affordable for all median-earning households in Spruce Grove. Households earning minimum wage, low-income seniors, or those receiving income supports (e.g. AISH) are unable to afford market rental housing in the city.

HNA Key Findings – Non-market dwellings

Increasing the supply of affordable housing for renter households is important moving forward.

- There are currently 106 non-market rental units in Spruce Grove and the broader region (Stony Plain and Wabamun), including 37 non-market and 26 income-tested units in Spruce Grove.
- The need for non-market rental units likely exceeds the number of units that are currently available in Spruce Grove.
- There are no emergency or transitional housing units available in Spruce Grove, which means that individuals needing temporary or transitional housing supports must leave the city.

HNA Key Findings – Core Housing Need

Core housing need determines if a household can afford suitable and adequate housing in their community.

A household is considered to be in core housing need if it meets 2 criteria.

A household is below 1 or more standards relating to

- adequacy (not in need of major repairs),
- suitability (enough bedrooms for the household), and
- affordability standards (costs less than 30% of before-tax household income).

The household would have to spend 30% or more of its before-tax household income to access local housing that meets all 3 standards.

HNA Key Findings – Core Housing Need

Renter households in Spruce Grove are at greater risk of being in core and extreme core housing need.

- Core housing need is primarily driven by challenges with affordability and not issues in suitability or adequacy of the housing stock.
- 8% of households in Spruce Grove are in core housing need.
 - The percentage of households in core housing need has remained consistent since 2016.
 - 47% of households within core housing need are experiencing extreme core housing need (i.e. spending 50% or more of their income on housing costs).
 - Around 4% of all households in Spruce Grove are experiencing extreme core housing need.
- Renter households are around six times as likely as owners to experience core housing need (23% of renter households compared to 4% of owners) and account for 64% of all households in core housing need in the city.

HNA Key Findings – Projections

More housing, especially affordable units, is needed to accommodate growth.

- Spruce Grove’s population is projected to reach more than 45,000 by 2029.
- There will be an additional 3,278 households living in Spruce Grove by 2029, of which 1,877 are assumed to be owner households and the remaining 1,401 as renters.
- Based on current and projected future need, an additional
 - 208 1-bedroom units,
 - 677 two bedroom units, and
 - 2,393 3+ bedroom units are required to accommodate population growth.
- There may be 1,374 households in Spruce Grove in core housing need (out of 17,553 households projected).

Engagement Purpose

- The City of Spruce Grove is seeking feedback from the community and other impacted parties to understand the housing challenges and opportunities facing the community.
- The engagement will inform the development and implementation of the City's housing strategy and policies.
- Public engagement will start on June 3 and continues to July 15.

Roundtable Discussion



Next Steps

- Feedback collected from the engagement will be summarized into a "What We Heard" report.
- The report will be shared with City Council in late summer/early fall and will inform the development of the housing strategy.



Thank you for sharing
your thoughts on the
housing needs of our
community!

Updates will be posted on
[insert website link]



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: City of Spruce Grove Brand Strategy

DIVISION: Strategic and Communication Services

SUMMARY:

To get youth feedback and perspective on the new brand for the City of Spruce Grove.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

The City of Spruce Grove is updating its brand and is inviting all community members, businesses, and people familiar with Spruce Grove (e.g. visitors, former residents, friends / families of residents, etc.) to share their thoughts on how we can identify and promote Spruce Grove as a distinct, regionally competitive city for economic and community development.

Cinnamon Toast, a marketing and branding agency, has been contracted by the City to develop the brand strategy. They will provide a presentation with a general overview of the brand strategy project and their process. Following the presentation, attendees can ask a few questions and are encouraged to provide their input by completing the online survey.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Consultation on the brand strategy will happen over several weeks and YAC is one of many stakeholders who will provide input.

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

YAC will have an understanding of brand strategy and how brand is critical to the success of a City. YAC will also be encouraged to complete and share the survey to capture youth perspectives.

FINANCIAL IMPLICATIONS:

n/a

May 2024

ct

Cinnamon Toast × Spruce Grove

Youth Advisory Committee (YAC)

Brand Strategy Initiative



Hi there!

**We're Cinnamon Toast, and we
*passionately protest mediocrity.***

Introductions



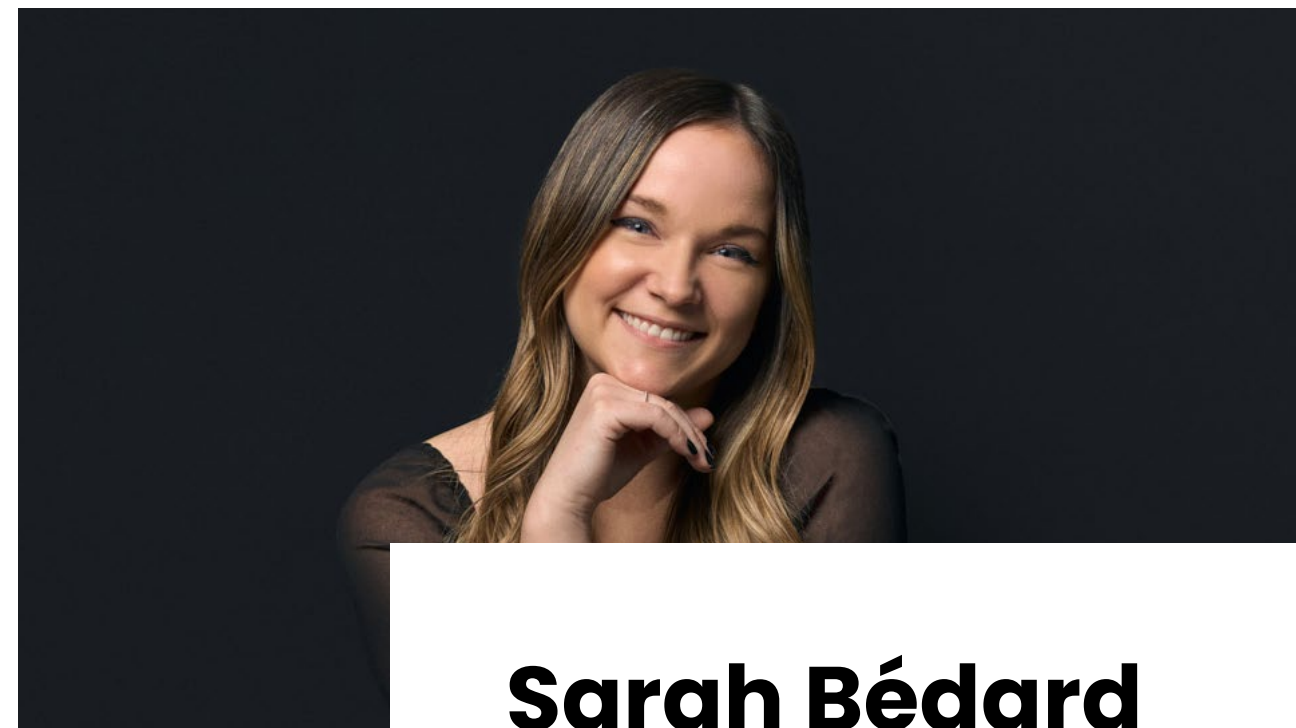
Bronwyn Mondoux
Chief Creative Officer & Founder



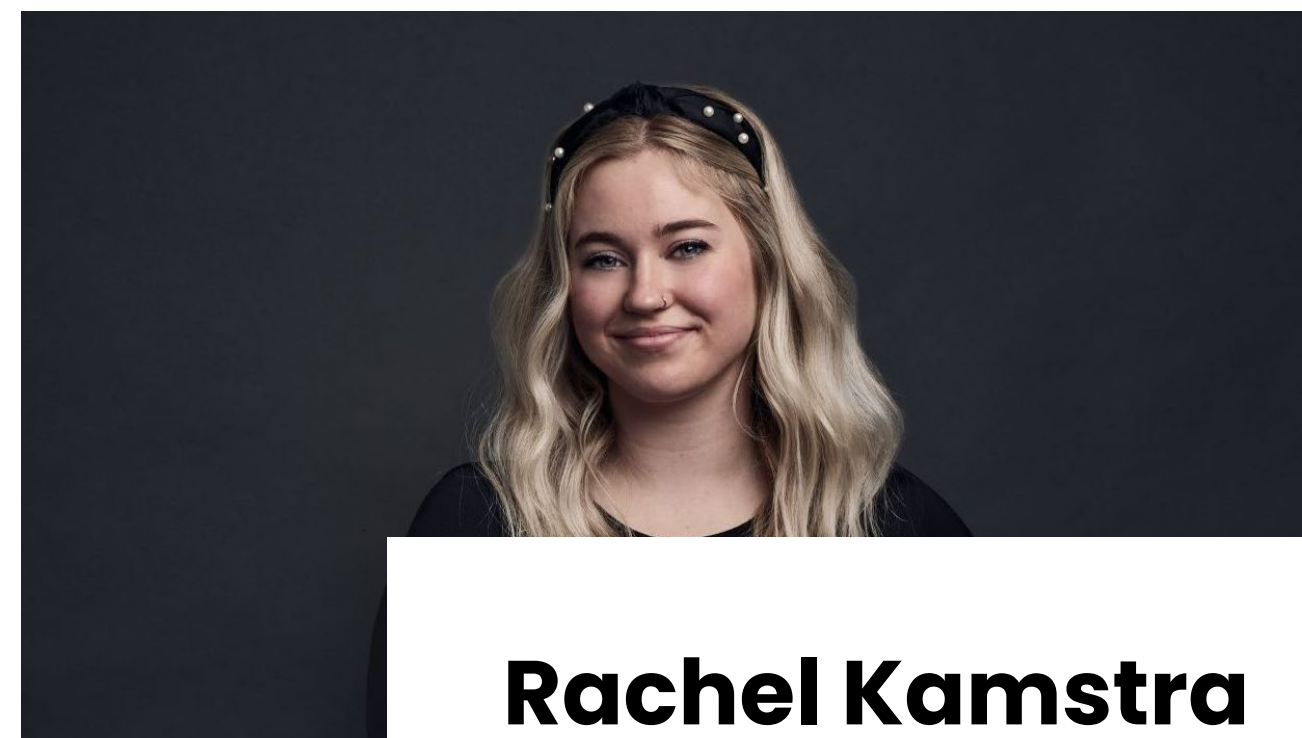
Sarah Gutknecht
Director of Design



Andrea Dyer
Director of Content



Sarah Bédard
Graphic Designer



Rachel Kamstra
Account Manager

What is a brand?

A brand is ***NOT***

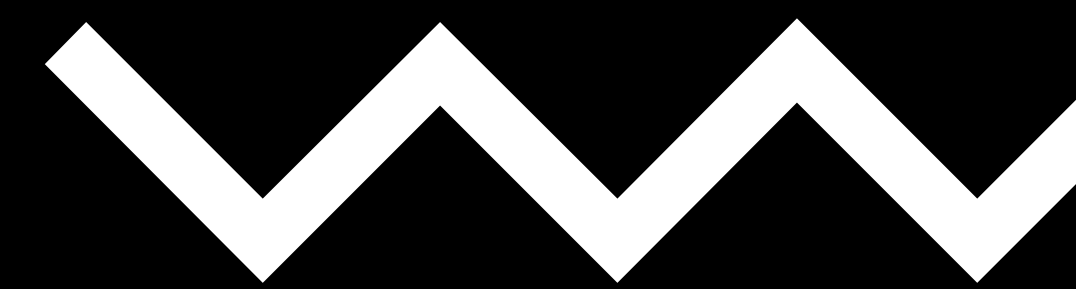
- × A logo
- × A product
- × A service

What is a brand?

A brand is a person's **emotional connection** to your organization, business, and **community.**

A brand is an ***investment.***

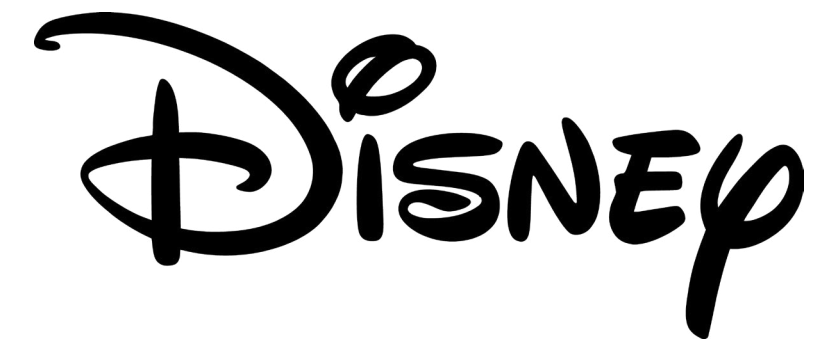
- ✘ Economic Development & Tourism Boost
- ✘ Business Retention and Expansion
- ✘ Civic Engagement
- ✘ Competitive Advantage
- ✘ Positive Reputation



**Branding isn't unique in
eliciting *strong reactions.***

A good brand captures attention, tells a compelling story, and forms emotional connections.

It differentiates your community, instills trust, and consistently delivers value, creating loyalty and ambassadorship amongst residents.



Brand Criteria

Do these concepts express a brand character, affinity, style, and personality?

Do these concepts tell a story in a clever and memorable way?

Are these concepts unique, authentic, and original?

Will these concepts inspire people to visit, relocate, or learn more?

Making a Lasting Impact

Choosing the familiar path in rebranding may seem comfortable, but it may not always be the right choice. Sticking solely to what is familiar can limit innovation and hinder the exploration of fresh, creative possibilities. In a dynamic and evolving landscape, embracing change and daring to depart from the familiar can lead to more authentic, impactful, and forward-thinking brand transformations.



Project Objectives

- ✦ **Accelerating** awareness of the City's purpose and message to its residents and potential investors is crucial, requiring the development of an updated brand strategy for the City of Spruce Grove.
- ✦ **Driving** business investment, attracting and retaining businesses, and increasing community pride are essential goals for the City, emphasizing the need for a strong brand in its evolved state as a vibrant, growing, urban city.
- ✦ **Collaboratively** working with City Council and the community to develop an effective brand strategy, and implementation and marketing plan is the expectation from a firm that is creative, open, and progressive.

The Process

- ✘ Research and discovery
- ✘ Engagement and additional research
- ✘ Brand framework and logo creation
- ✘ Concept testing, refinement, brand guidelines and asset creation
- ✘ Implementation, marketing and evaluation plan development



**Why are we
conducting
engagement?**

**What do we
hope to learn?**

WE WANT TO UNCOVER

... SO THAT

Authentic messaging and tone of voice

... the brand is genuine, approachable, and community-focused.

The unique selling proposition for Spruce Grove

... audiences perceive Spruce Grove as a vibrant, thriving community for living, working, and investing.

Sentiments and desired messaging

... Spruce Grove is future-ready, adaptable, and welcoming of growth.

Community pride stories

... we can celebrate local achievements and traditions in the rebrand.

An understanding of growth perceptions

... we enable residents to embrace change while honouring community roots.

Visuals and symbols that resonate

... the new visual identity authentically represents who Spruce Grove is.

A broad variety of stakeholder sentiments

... the brand reflects a unified vision encompassing diverse perspectives.

**We are excited to work with
you and your community to
create *anything but a bland
brand!* **Let's collaborate!****



Discussion

What do you **love about
Spruce Grove?**

What do you **hope this new
brand identity will capture?**

ct

Thank you!

Questions?



Stay Involved



01

Digital survey

02

Progress updates on Connect Spruce Grove

03

Share!



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: Administrative Updates - May 30, 2024

DIVISION: Strategic and Communication Services

SUMMARY:

Details will be provided on the CCBA Teen Zone, Canada Day, Tri Municipal Info Night, and Alberta Day events.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

CCBA Teen Zone: June 1, 2024

Final event details will be presented.

Canada Day Celebration: July 1, 2024

Spruce Grove's Canada Day celebration is an exciting annual event that honors the nation's heritage and unity with a diverse array of festivities. Held in Jubilee Park, residents come together to enjoy live music, cultural performances, food trucks, vendors, and activities.

YAC will be providing volunteers for the Teen Tent. However, if there are not enough volunteers to staff the tent, the Teen Tent will be rebranded and YAC volunteers will become part of the general volunteer pool.

Tri Municipal Info Night: August 29, 2024

The Spring Tri Municipal Information Night is a great place to promote your services, programs, and volunteer opportunities while networking with community members.

YAC will have a table that will focus on promoting the Youth Advisory Committee and recruitment for the 2025 term.

Alberta Day: September 1, 2024

Details are limited at this time due to a change in scope for the event. At the time of this RFD, many details are still uncertain pending Council decision.

YAC will provide volunteers for this event and details will be emailed once known.

OPTIONS / ALTERNATIVES:

If not enough youth can commit to volunteering, support for events will have to be withdrawn.

CONSULTATION / ENGAGEMENT:

n/a

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

The events support the YAC workplan and identified priorities.

FINANCIAL IMPLICATIONS:

n/a



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: Youth Advisory Committee - 2024 Summer Get Together

DIVISION: Strategic and Communication Services

SUMMARY:

To decide on an informal summer get together for Youth Advisory Committee members.

PROPOSED MOTION:

THAT the Youth Advisory Committee plan an informal summer get together.

BACKGROUND / ANALYSIS:

The Youth Advisory Committee takes a two-month recess in July and August.

An informal summer get together will help keep the committee connected over the summer and prepare them for the first fall meeting.

OPTIONS / ALTERNATIVES:

If not enough youth are available, the get together will be cancelled.

CONSULTATION / ENGAGEMENT:

Two doodle polls were sent out to determine the best week for everyone to get together.

IMPLEMENTATION / COMMUNICATION:

A reminder email will be sent out at least twice prior to the event.

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

Any costs incurred will be covered by the YAC budget.



REQUEST FOR DECISION

MEETING DATE: May 30, 2024

TITLE: Adjournment - Youth Advisory Committee - May 30, 2024

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