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**THE CITY OF SPRUCE GROVE**

**Minutes of Economic Development Advisory Committee**

**June 3, 2024, 7 p.m.**

**3rd Floor - Poplar Room**

**315 Jespersen Ave**

Members Present: Councillor Oldham, Chair  
Councillor Carter, Vice Chair  
Councillor Houston  
Bruce Mullett, Commercial Sector Representative (arrived at 7:07 p.m.)  
Charlene Bell, Public-at-Large  
Don Cooper, Industrial Sector Representative  
Kelly John Rose, Greater Parkland Regional Chamber Representative  
Theresa Bateman, Public-at-Large

Members Absent: Robert Smith, Industrial Sector Representative  
Tyler Perozni, Commercial Sector Representative  
Victor Moroz, City Centre Business Association Representative

Also in Attendance: Jennifer Hetherington, Director of Corporate Communications (attended virtually)  
Maggie DesLauriers, Director of Strategy and Policy Development  
Dave Walker, Director of Economic and Business Development

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

1. **CALL TO ORDER**

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

2. **AGENDA**

2.1 **Adoption of the Agenda - Economic Development Advisory Committee - June 3, 2024**

**Resolution:** EDAC-009-24

**Moved by:** Charlene Bell

THAT the agenda be adopted as presented.

**Unanimously Carried**

3. **MINUTES**

3.1 **Approval of Minutes - Economic Development Advisory Committee - March 26, 2024**

**Resolution:** EDAC-010-24

**Moved by:** Theresa Bateman

THAT the March 26, 2024 Economic Development Advisory Committee minutes be approved as presented.

**Unanimously Carried**

4. **DELEGATIONS**

4.1 **City of Spruce Grove Housing Strategy Engagement**

Chair Oldham introduced Maggie DesLauriers, Director of Strategy and Policy Development for the City of Spruce Grove.

Bruce Mullet joined the meeting at 7:07 p.m.

Maggie DesLauriers provided a presentation on the City of Spruce Grove Housing Strategy Engagement.

Committee thanked Maggie DesLauriers for the presentation.

4.2 City of Spruce Grove Brand Strategy Initiative

Chair Oldham introduced Jennifer Hetherington, Director of Corporate Communications for the City of Spruce Grove, and Rachel Kamstra and Andrea Dyer, Cinnamon Toast.

Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer provided a presentation on the City of Spruce Grove Brand Strategy Initiative.

Committee thanked Jennifer Hetherington, Rachel Kamstra, and Andrea Dyer for the presentation.

5. **BUSINESS ITEMS**

There were no Business Items on the agenda.

6. **INFORMATION ITEMS**

6.1 Start Ups and Early Stage Business Support Program Update

Jodi Fulford, Economic Development Specialist - Commercial, provided an update on the Start Ups and Early Stage Business Support Program.

Committee thanked Jodi Fulford for the presentation.

7. **CLOSED SESSION**

There was no Closed Session on the agenda.

8. **BUSINESS ARISING FROM CLOSED SESSION**

There was no Business Arising from Closed Session.

9. **ADJOURNMENT**

9.1 Adjournment - Economic Development Advisory Committee - June 3, 2024

**Resolution:** EDAC-011-24

**Moved by:** Bruce Mullet

THAT the Economic Development Advisory Committee adjourn at 9:01 p.m.

**Unanimously Carried**

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Dave Oldham, Chair

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Nicole Hitchens, Recording Secretary

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Date Signed