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THE CITY OF SPRUCE GROVE

Minutes of Economic Development Advisory Committee

January 21, 2025, 8 p.m.

3rd Floor - Poplar Room

315 Jespersen Ave

Spruce Grove, AB T7X 3E8

- Members Present: Councillor Carter, Chair
Councillor Houston, Vice Chair
Bruce Mullett, Commercial Sector Representative
Charlene Bell, Public-at-Large (Attended Virtually)
Tyler Perozni, Commercial Sector Representative
Victor Moroz, City Centre Business Association Representative
- Members Absent: Councillor Oldham
Don Cooper, Industrial Sector Representative
Kelly John Rose, Greater Parkland Regional Chamber Representative
Robert Smith, Industrial Sector Representative
Teresa Bateman, Public-at-Large
- Also in Attendance: Anika Gutowski, Economic Development Marketing Advisor
Monique Pelletier, Economic Development Specialist - Business 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 Carter called the meeting to order at 7:43 p.m.

2. **AGENDA**

2.1 **Adoption of the Agenda - Economic Development Advisory Committee - January 21, 2025**

Resolution: EDAC-004-25

Moved by: Councillor Houston

THAT the agenda be adopted as presented.

Unanimously Carried

3. **MINUTES**

3.1 **Approval of Minutes - Economic Development Advisory Committee - October 1, 2024**

Resolution: EDAC-0054-25

Moved by: Tyler Perozni

THAT the October 1, 2024 Economic Development Advisory Committee meeting minutes be approved as presented.

Unanimously Carried

4. **DELEGATIONS**

There were no Delegations on the agenda.

5. **ADMINISTRATIVE UPDATES**

5.1 **2024 Economic Development Advisory Committee Summary of Activities**

Karla Daniels, Economic Development Specialist - Industrial, presented on the 2024 Economic Development Advisory Committee Summary of Activities.

Committee thanked Karla Daniels for the presentation.

5.2 **Early-Stage Business Support Program**

Monique Pelletier, Economic Development Specialist - Business Development, presented on the Early-Stage Business Support Program.

Committee thanked Monique Pelletier for the presentation.

6. **BUSINESS ITEMS**

6.1 **2025 Economic Development Advisory Committee Work Plan**

Dave Walker, Director of Economic and Business Development, presented on the 2025 Economic Development Advisory Committee (EDAC) Work Plan.

Meagan Carey, Partner RC Strategies, presented on the Event Tourism Strategy and its connection to the 2025 EDAC Work Plan.

Committee thanked Dave Walker and Meagan Carey for the presentation.

Industrial Land Incentive and Strategy will be added to the 2025 EDAC Work Plan.

Teresa Bateman and Tyler Perozni will present the 2025 EDAC Work Plan to Council on February 24, 2025 for approval.

Resolution: EDAC-005-25

Moved by: Victor Moroz

THAT the 2025 Economic Development Advisory Committee Work Plan be approved as amended.

Unanimously Carried

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 - January 21, 2025**

Resolution: EDAC-006-25

Moved by: Victor Moroz

THAT the Economic Development Advisory Committee adjourn at 9:12 p.m.

Unanimously Carried

Danielle Carter, Chair

Nicole Hitchens, Recording Secretary

Date Signed