



Economic Development Advisory Committee (EDAC) Minutes

December 6th, 2018

Present:

Councillor Searle Turton	Bruce Mullett
Councillor Dave Oldham	Chad Zender
Councillor Erin Stevenson	Cindy Barclay
Chad Zender	Robert Smith

Guests:

Mayor Houston – Spruce Grove	Kieron Hunt, Key Strategies
Keith Ponton – IBI Group	

City Administration:

Dave Walker, Manager of Economic & Business Development
Karla Gould, Economic Development Specialist
Jamie-Lynn Pitts, Economic Development Specialist

Regrets:

Nizar Abouchami
Charlene Bell
Bruno Peters, IBI Group

2.0. Call to order – Councillor Turton

Councillor Searle Turton called the meeting to order at 6:02 pm.

3.0. Adoption of Agenda – Councillor Turton

A motion was made by Bruce Mullett to adopt the agenda. Motion carried.

4.0 Adoption of April 17th, 2018 Meeting Minutes – Councillor Turton

A motion was made by Chad Zender to accept the meeting minutes as presented. Motion carried.

5.0 Presentation - Spruce Grove Broadband Initiative – Keith Ponton, IBI

The presentation covered five (5) key areas as follows:

- The case for broadband investment
- Current state of broadband
- Strategic decisions
- Business model options

- High-level deployment plan

The consultant described that reliable, high-speed, affordable broadband connectivity is vital for business to remain competitive and how connectivity has risen to the top of location decision-making factors. It was revealed that the internet speeds available to the majority of businesses in Spruce Grove are well under the CRTC standards of 50mb/s with many under the Alberta average of 21.7mb/s, impacting Spruce Grove's ability to attract and retain businesses with high data usage requirements.

A series of decisions and business model options for Spruce Grove to consider were presented. A potential high-level fibre deployment plan that would tie into the City's current and future fibre ring concluded the presentation.

It is anticipated that our consultants, IBI Group, will be presenting the full report to council in January 2019.

Following the broadband presentation, the consultant engaged the committee in general discussion and answered questions. The presentation to EDAC is attached.

6.0 City Centre Area Redevelopment Plan (ARP) Concept - Kieron Hunt, Key Strategies

The project consultant provided an update on the concept for the City Centre Area Redevelopment Plan. The presentation outline included:

- ARP process & engagement
- Vision & brand
- Background reports
- ARP concepts
- Next steps

The consultant informed the group that the development of the ARP concept for City Centre was a collaborative effort between the City and the CCBA and involved extensive public consultation. The vision or 'brand' supports a modern, contemporary urban City Centre with a pedestrian-friendly structure and active community spaces.

The group was reminded as to the purpose and boundary of the ARP. Also provided was an overview of the ten (10) ARP concept principles some of which included partnerships, attraction of business, ongoing public engagement, investment, innovative development, functional design, and consistent signage.

The various background reports, key findings of the parking study, land use and urban form guidelines, design concept for Columbus Park, and the ARP zones were highlighted, with a more detailed overview of the economic costs and benefits.

The next steps as presented include implementation of policies, finalize the ARP for bylaw, and an open house for residents of ARP study area. The DRAFT ARP will be presented to Council in

January 2019, followed by first and second reading of the bylaw and subsequent bylaw adoption. The goal is to finalize the ARP by April 30th, 2019.

Following the ARP update, the consultant engaged the committee in general discussion and answered questions. The presentation to EDAC is attached.

7.0 New Economic Development Website – Karla Gould

An overview of the City's new, stand-alone economic development website was provided and some of the key features highlighted. The website was launched on November 26th, 2018 and retains the original URL of investsprucegrove.ca.

8.0 Other Business – Dave Walker

Requested that a meeting planner/invite be sent to all members of EDAC inviting them to attend the Council meeting in 2019 for the Multi-Use/Arena project presentation.

9.0 Adjournment – Councillor Turton

Meeting was adjourned at 8:45pm

A handwritten signature in black ink, appearing to read 'Searle Turton', is written over a horizontal line.

Councillor Searle Turton, Chair

