



## Economic Development Advisory Committee (EDAC) Minutes

June 26<sup>th</sup>, 2019

### **Present:**

Councillor Erin Stevenson	Bruce Mullett
Councillor Dave Oldham	Charlene Bell
Councillor Michelle Gruhlke	Cindy Barclay
Chad Zender	Robert Smith
Nizar Abouchami	

### **Guests:**

Mayor Houston – Spruce Grove	Nick Young - Beaverbrook
Pearce Sewchuk – Nichols	PJ Pescod - Melcor
Madison Wayburn - Landrex	

### **City Administration:**

Dave Walker, Manager of Economic & Business Development  
Karla Gould, Economic Development Specialist

### **Regrets:**

Jamie-Lynn Pitts

#### **2.0. Call to order – Councillor Stevenson**

Councillor Erin Stevenson called the meeting to order at 6:02 pm.

#### **3.0. Adoption of Agenda – Councillor Stevenson**

'Industrial Land Strategy' was added under Agenda item 7.0.

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

#### **4.0 Adoption of December 6<sup>th</sup>, 2019 Meeting Minutes – Councillor Stevenson**

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

#### **5.0 Presentation – Residential Marketing Campaign – Nick Young, Beaverbrook**

In response to the decrease in residential building permit values and housing starts, along with relatively high number of unsold residential lots in Spruce Grove, a group of local residential developers have proposed a partnership with the City of Spruce Grove to develop a Residential Marketing Campaign. This would follow the previous two residential marketing campaigns – Pinch Yourself in 2009 and Sweet Life Found in 2016. The purpose of this latest campaign will be

to create awareness of Spruce Grove as an ideal place to live and essentially boost home sales and support residential growth.

As per the Sweet Life Found campaign, the residential developers have proposed a shared initiative with the City of Spruce Grove whereby each party would contribute \$50,000. An RFP would be sent to select marketing agencies to run an 8 week campaign, and depending on timing, will launch either fall of 2019 or spring of 2020.

There will be further discussion with City Administration on the proposal.

The EDAC presentation is attached.

**6.0 Presentation – Industrial Sector Targeting Strategy – Pearce Sewchuk, Nichols Applied Mgmt.**

Nichols Applied Management was contracted to develop an Industrial Sector Targeting Strategy for the City of Spruce Grove. This project is a recommended action item identified in the Economic Development Strategy & Action Plan 2017-2022.

Building off of the Industry Sector Targeting Strategy developed in 2013, the purpose of this new strategy is to identify Spruce Grove's strengths and weaknesses with respect to its industrial offerings, identify what sectors and associated categories of business are best suited to Spruce Grove, and provide recommendations on next steps to assist the City with future investment attraction.

As part of the process of developing the strategy, Nichols has concluded interviews with a number of businesses in various industrial sectors and other stakeholder groups. This has provided Nichols a good understanding of the industrial landscape currently in Spruce Grove, the challenges business face in operating in the industrial areas, as well as the strengths of locating in Spruce Grove.

The purpose of the presentation to EDAC was to encourage discussion and solicit feedback from members of the group that will be used to better inform the development of the strategy.

The presentation to EDAC is attached.

**7.0 Updates – Dave Walker**

Industrial Land Strategy

The Economic Development Strategy & Action Plan 2017-2022 identified the shortage of serviced industrial land in Spruce Grove as a constraint to growth. This purpose of the strategy is to help Spruce Grove increase the supply of industrial land to accommodate future investment.

The elements of the strategy will include an inventory & assessment, competitive status, future opportunity for industrial lands as well as a consultation plan, cost model to bring on new industrial land, and an implementation recommendation.

The DRAFT strategy is due November 2019 with the final strategy due prior to the end of December 2019. The strategy will be brought back to EDAC for review at the draft stage.

Fibre-Optic Broadband Strategy & City Centre ARP


Due to time, the updates of the Fibre-Optic Broadband Strategy and City Centre ARP were tabled to the next EDAC meeting.

**8.0 Discussion – Councillor Stevenson**

Councillor Stevenson spoke briefly to the EDAC Terms of Reference and asked members to review as a discussion item for the next EDAC meeting. Councillor Stevenson committed to providing a tentative schedule of meeting dates which will be circulated. Members agreed it would be useful to have a schedule of fixed dates for planning purposes.

**9.0 Adjournment – Councillor Stevenson**

Meeting was adjourned at 8:45pm

  
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Councillor Erin Stevenson, Chair

