



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Wednesday, May 4, 2022 @ 8:30am
At Town of Eagle Council Chambers, Eagle Town Hall

1) Administrative Items

- Committee Member Roll Call

2) MEAC's proposed new mission & objectives:

Mission Statement: Strengthen the fabric of our community by providing unique experiences.

Objectives:

- 1) Enhance the sense of community for Eagle residents by providing opportunities for connection.
- 2) Balance the quality of life for residents with the need for vitality in our business community.
- 3) Support events and programs that showcase and protect our unique character, traditions, and resources.
- 4) Support cultural events and programs that promote diversity.
- 5) Create clear, concise, and consistent event marketing and communications.
- 6) Actively collaborate with community partners and stakeholders.

3) Lodging Tax – By the Numbers

- In past, \$2 per room night went to MEAC
- 2020 changed to percentage
 - 6% (3% goes to open space, 3% goes to MEAC)

4) MEAC Funding vs. Community Funding / Programs

- No formal process
- Propose combining MEAC & Community Funding
- Proposing TWO applications for Community Request
 - Events
 - Programs
- Town Council will keep Program Funding
- Encourage MEAC members to apply online – what do you want to change?



5) Discussion Items

- Website Sub-Committee
 - When can we schedule a meeting?
 - Suggest putting website on large screen and discussing ideas, action items
 - Go Out - events, concert series, festivals, parades, calendar
 - Eat Out - restaurants/bars
 - Be Out - hiking, river park, outdoor/more athletic activities
 - "Out on the Town" and "Out on the Trails"

6) Upcoming Events

May			
5/13/22	ArtWalk – 2nd Friday	EagleARTS	Broadway-street closure
5/14/22	Bikes & BBQ	The Cycle Effect	Moes BBQ
5/21/22	Dynafit Boneyard Boogie	Vail Rec	Boneyard, Bellyache, etc.
5/21/22	BMX State Race	Eagle County BMX	BMX park
5/26/22	BCES Biathlon	BCES	BCES