



**Economic Vitality Committee
Monday, June 27, 2022, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO**

This agenda and the meetings can be viewed at www.Townofeagle.org.

PUBLIC WIFI – Eagle Guest

MEETING ACCESS

- a This will be an in-person meeting with access via Microsoft Teams. First-time users of Teams will need to download the app,

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)

[+1 469-770-0416,,809767680#](#) United States, Dallas

Phone Conference ID: 809 767 680#

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- a EVC Meeting Minutes 5.16.22

COMMUNITY DEVELOPMENT UPDATE

BUSINESS AND DISCUSSION ITEMS

- a Appointment of Committee Members
b Selection of Chair, Vice-Chair, Secretary, Committee Coordinator, and Alternate
c Discussion regarding staggering terms and selection of terms for members

MEMBER & COMMITTEE UPDATE

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Nikki Davis

Nikki Davis

Administrative Technician II

Economic Vitality Committee Meeting Minutes – 5/16/22

Meeting Access

Meeting was held in person at the Eagle Town Hall and via Microsoft Teams.

Call to Order

Meeting called to order at 1:04 pm.

In Person Attendance: Kevin Brubeck, Maren Cerimele, Kat Connor, Chad Phillips, Nick Sunday, Jim White

Virtual Attendance: Mick Daly, Levi Rozga, Kari Schroeder

Absent: Rick Beveridge, Clark Gundlach, Christina Taylor

Approval of the Minutes from 4/18/22

- a. Motion to approve minutes from 4/18/22 made by Kat Connor.
- b. Second by Maren Cerimele.
- c. Passed unanimously.

Community Development Update

Hockett Gulch Update, Chad Phillips

Business and Discussion Items

- a. Committee Configuration and Appointments / [Bylaws](#) stipulations for membership – 7 members / 1 alternate
 - i. Jim will contact Clark to confirm his resignation.
 - ii. Maren, Kevin, Kat, Kari and Levi should send an email to Jim by Friday, May 20th stating that they would like to be re-appointed.
 - iii. Christina's previous application will be considered.
 - iv. David should apply for consideration.
- b. [Outdoor Recreation Economy \(ORE\) District Executive Summary](#), CU Boulder Consulting Team – Jim and Chad will set up a presentation to Town Council
- c. Dashboard Discussion – Kari to work with community builders for a quote on creating the dashboard and next steps. Will bring proposal to EVC to ask for allocated funds.
- d. EVC Goals Discussion – schedule a goal setting and work session with new committee.
- e. [April 2022 Sales Tax Data](#) & [2022 Sales 1st Quarter](#)
- f. Upcoming Events, Molly Furtado – Tabled

Member & Committee Update

- a. Data Subcommittee Update, Kari McDowell Schroeder – covered above
- b. Request by Kari to add Econ Development Plan update to June agenda.
- c. Town manager candidate meet and greet on Wednesday, 5/25.

Adjourn

Motion to adjourn made at 2:15 by Maren Cerimele.

Second by Kat Connor.

Passed unanimously.

EVC APPLICANTS	
Name	email
Christina Taylor	christina@socialoakwine.com
David Gaboury	dgaboury1@gmail.com
Eric Eves	eeves@hotmail.com
Kari Schroeder	kari@mcdowelleng.com
Kevin Brubeck	kevin.brubeck@edwardjones.com
Melissa Lally	lallymelissa@gmail.com
Mick Daly	mick@dalys.com
Rick Beveridge	rick@bevrealstate.com

Jenny Rakow

From: noreply@civicplus.com
Sent: Tuesday, June 14, 2022 1:42 PM
To: Clerk Group
Subject: Online Form Submittal: Commission & Committee Application Form

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Commission & Committee Application Form

Select the Council, Commission, or Committee applying for Economic Vitality Committee

PERSONAL INFORMATION

First Name	Christina
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Last Name	Taylor
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Address1	131 Stonegate Circle
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Address2	<i>Field not completed.</i>
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City	Edwards
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State	Colorado
-------	----------

Zip	81632
-----	-------

Email Address	christinataylor87@gmail.com
---------------	-----------------------------

Contact Phone Number	7206467733
----------------------	------------

Business Address	1143 Capitol St
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Business Phone Number	7206467733
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Occupation	Restaurant Owner and Managing Partner
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(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: Meetings: 1:00 p.m., meet typically on the third Monday of each month.

Open Space and Recreation Advisory Committee: Meetings 9:00 a.m., meet typically on the first Tuesday of each month.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?

Yes

If yes, which

"Unofficially" on the EVC

Please list organization memberships and positions held

Field not completed.

Please List Areas of Special Interest

Economical development, small business growth and retention

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?

Encouraging small business growth through expediting processes and reducing excessive cost to what should be an economically friendly endeavor. The town of Eagle is quickly changing from a small town community to one full of second homeowners and those from out of state through the zoomer effect. There is a huge desire to "keep it the way it was," but unfortunately that is becoming less and less of a reality. We need to drive the change in a way that suits our community or the market will do that for us.

What challenges currently exist in the Town of Eagle?

Employee retention and cost of living are far and away the top two challenges.

As a Committee Member, how would you approach these challenges?

I've sat on the board since October (although not officially), and we continue to talk about a "committee goals." I would like to see us take steps to reach these goals rather than just talk about them. We need to prioritize and take actionable steps for change. My top three priorities are to encourage local home ownership through whatever means, because home ownership builds a sense of responsibility to a community. Two, assist small business in the how-to's with the town. As someone who is in the final stages of opening a restaurant nothing was straight forward, and everything was expensive - we need a cheat sheet or direction. Three, employee retention - the cost

of housing is insane to where the main group of employees we all fish from are the local high schoolers who's parents live here. We need workforce housing, and we need to partner with local businesses to prioritize their employees over being a Vail Resorts refuge.

Are you a resident of Eagle
or do you own real
property, own a business or
work for an Eagle owned
business?

Please attach a cover letter
or experience information

[CTaylor Resume.pdf](#)

Email not displaying correctly? [View it in your browser.](#)

CHRISTINA TAYLOR

Edwards, CO 81632 720-646-7733- christina@socialoakwine.com- www.linkedin.com/in/duchristinataylor

EXPERIENCE

Social Oak Wine

4/21 – Current

Owner and Manager

- In the process of opening a wine bar and restaurant from the ground up, estimated opening October 2022

T3 Holdings, LLC

3/21 – Current

Partner and Manager

- Small family owned investment group specializing in small town commercial real estate

Fortius Construction

6/19 – 4/21

Construction and Design Manager

- Build 40 – 45 pre-fabricated homes per year with a team of five
- Performed project scheduling and tracking, budget review, pre-construction planning, process creation, communicating with municipalities and vendors among other tasks
- Managed the design process and assisted homeowners in making architectural and finish decisions

Pillar to Post Home Inspections

11/16 – 6/19

Owner and Inspector

- Built, managed, and developed a home inspection company
- Performed marketing, business development, networking, project management, client communication, scheduling, etc
- Company grew to over \$100,000 in less than 18 months

J Squared Design and Interiors

2/18 – 6/19

Project and Design Manager

- Managed remodels on high end homes throughout the Denver metro area

ThyssenKrupp Elevator Americas

3/15 – 4/16

Hydraulic Modernization Specialist

- Sold \$1 Million in upgrades and was on target to finish the fiscal year (Oct – Oct) on target at \$2 Million
- Project Managed the job from start to finish

Account Manager

6/13 – 3/15

- Managed 300 accounts, over \$1 million in annual service revenue, and coordinated 5 mechanics schedules
- Sold over \$600,000 in repair upgrades and service contracts within the first year at the company

Gates Corporation, Denver, CO

4/12 – 3/13

Industrial Marketing Intern

Mendocino Wine Company, Mendocino, CA

11/12 - 4/13

Graduate CRM Consultant and Millennial Analyst

University of Denver, Denver, CO

1/12 – 3/13

Marketing Graduate Assistant

EDUCATION

University of Denver, Daniels College of Business, Denver, CO

9/11- 6/13

MBA Concentration in Project Management and Marketing, May 2013

Projects: 2nd in the Aspen Institute Case Competition on renewable energy and sustainable growth

Relevant Honors: Deans List, Marisco Scholarship recipient

University of Central Florida, College of Education, Orlando, FL

06/06- 05/10

Bachelors of Science in Physiology

Relevant Honors: Deans List, Bright Futures 75% Scholarship recipient

LEADERSHIP/ ACTIVITIES

She Jumps – Womens Outdoor Leadership, Colorado Ambassador

First Descents – Volunteer and Fundraiser

Jenny Rakow

From: noreply@civicplus.com
Sent: Tuesday, May 31, 2022 2:08 PM
To: Clerk Group
Subject: Online Form Submittal: Commission & Committee Application Form

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Commission & Committee Application Form

Select the Council, Commission, or Committee applying for Economic Vitality Committee

PERSONAL INFORMATION

First Name	David
Last Name	Gaboury
Address1	916 Hernage Creek Road
Address2	PO Box 1794
City	Eagle
State	CO
Zip	81631
Email Address	DGaboury1@gmail.com
Contact Phone Number	913.645.0558
Business Address	PO Box 1794 Eagle CO 81631
Business Phone Number	913.645.0558
Occupation	Engineer, Former CEO, Business executive and Board Member

(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: Meetings: 1:00 p.m., meet typically on the third Monday of each month.

Open Space and Recreation Advisory Committee: Meetings 9:00 a.m., meet typically on the first Tuesday of each month.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served
on other Boards,
Commissions, or
Committees?

Yes

If yes, which

Field not completed.

Please list organization
memberships and positions
held

Elected and served on Home Rule Charter Commission
Appointed and served on Town Council
Served as Town Council liaison to EVC, DDA, and VVP
Served on Community Stakeholder Committee for new Town
Manager

Please List Areas of Special
Interest

Community and economic development

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does
the Town of Eagle have?

Top 4
Attractive, quality of life mountain community for multi
generation residents
Open space is a big asset
Western core downtown has great potential
East Eagle SAP is a critical opportunity for economic
development

What challenges currently
exist in the Town of Eagle?

Top 3
Continuing, sustainable, revenue growth thru increased
economic vitality
Attainable, diverse housing
Achieve Net Zero sustainability goal

As a Committee Member,
how would you approach
these challenges?

Identify and promote sound plans like attraction of recreation
industry to increase the economic base of the community.
Support economic vitality priorities of the Town Council.

Are you a resident of Eagle
or do you own real
property, own a business or
work for an Eagle owned
business?

Yes

Please attach a cover letter
or experience information

Field not completed.

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Jenny Rakow

From: noreply@civicplus.com
Sent: Tuesday, May 24, 2022 8:52 AM
To: Clerk Group
Subject: Online Form Submittal: Commission & Committee Application Form

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Commission & Committee Application Form

Select the Council, Commission, or Committee applying for

	Economic Vitality Committee
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PERSONAL INFORMATION

First Name	Eric
Last Name	Eves
Address1	17500 Hwy ^
Address2	<i>Field not completed.</i>
City	Eagle
State	Co
Zip	81631
Email Address	eeves@hotmail.com
Contact Phone Number	9703318617

Business Address	<i>Field not completed.</i>
Business Phone Number	<i>Field not completed.</i>
Occupation	Real Estate Investment and Land Development

(Section Break)

COMMITTEE INFORMATION:

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Open Space and Recreation Advisory Committee: Meetings 9:00 a.m., meet typically on the first Tuesday of each month.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?	Yes
If yes, which	East Eagle Sub Area Plan, Wolcott Area Plan, Eagle River Corridor Plan, Eagle Valley Land Trust, Eagle Crossing HOA, Vail Mountaineers Hockey, Eagle Ranch HOA
Please list organization memberships and positions held	Board Member- Vail Mountaineers Hockey, Eagle Ranch HOA, Eagle Valley Land Trust,
Please List Areas of Special Interest	Attracting Commercial business to Eagle

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?	The opportunity to attract business to Town that will generate sales tax that can be used to improve the quality of life in Eagle. The opportunity to host regional events. Recreation/ outdoor industry
What challenges currently exist in the Town of Eagle?	Not enough staff, Land use process is too difficult and takes too long to navigate, bad reputation of not being open to new business.
As a Committee Member, how would you approach these challenges?	Partner with landowners/ potential developments to promote opportunities for business to move to Eagle
Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?	Yes
Please attach a cover letter or experience information	Eric Eves.pdf

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Jenny Rakow

From: noreply@civicplus.com
Sent: Thursday, May 19, 2022 1:54 PM
To: Clerk Group
Subject: Online Form Submittal: Commission & Committee Application Form

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Commission & Committee Application Form

Select the Council, Economic Vitality Committee
Commission, or Committee
applying for

PERSONAL INFORMATION

First Name	Kari
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Last Name	Schroeder
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Address1	140 Mill Road
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Address2	PO Box 4259
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City	EAGLE
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State	CO
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Zip	81631
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Email Address	kari@mcdowelleng.com
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Contact Phone Number	970-623-0788
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Business Address	241 Broadway, Suite 202, Eagle, CO 81631
Business Phone Number	970-623-0788
Occupation	Engineer

(Section Break)

COMMITTEE INFORMATION:

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(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?	Yes
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If yes, which	Economic Vitality Committee
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Please list organization memberships and positions held	Economic Vitality Committee, member
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Please List Areas of Special Interest	Community Survey & Data Dashboard, Downtown Business, Broadband, Business Retention, Economic Development Plan
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(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?	Eagle has tremendous opportunities to align itself to the outdoor industry and employees/business owners with the
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ability to work remotely. Our sense of community is such a great asset to our Town's economy. Let's step up and get everyone involved!

What challenges currently exist in the Town of Eagle?

I see communication and outreach as one of the Town's current struggles. I would love to help get the Community Survey and Data Dashboard up and running as a way for the Town Council to better understand the needs of Eagle residents and businesses.

As a Committee Member, how would you approach these challenges?

I have enjoyed working on the EVC's Community Survey, Data Dashboard, and separately on the Grand Avenue Corridor Plan. Unfortunately, our community has had setbacks caused by the loss of three great community members and attrition of Town Staff. I would love to help pick up where we left off and see this through to completion!

ECONOMIC VITALITY COMMITTEE APPLICANTS ONLY

Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?

Yes

Please attach a cover letter or experience information

Field not completed.

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Jenny Rakow

From: Jim White
Sent: Saturday, June 11, 2022 11:14 AM
To: Jenny Rakow
Subject: FW: EVC Participation

Jenny
FYI

Jim White
Interim Town Manager
TOWN OF EAGLE
200 Broadway, PO Box 609, Eagle Co 81631
Phone: 970-328-9628, Fax: 970-328-5203
CLICK BELOW FOR TOWN WEBSITE, NEWS, EVENTS OR TO PROVIDE FEEDBACK:

Sender and receiver should be mindful that all my incoming and outgoing emails may be subject to the Colorado Open Records Act, § 24-72-200.1, et seq.

-----Original Message-----

From: Kari McDowell Schroeder <kari@mcdowelleng.com>
Sent: Friday, June 10, 2022 9:33 PM
To: Jim White <jim.white@townofeagle.org>
Subject: EVC Participation

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Jim,

I would love to continue serving the community on the Economic Vitality Committee. I submitted my online application a few weeks ago.

I feel like I still have much to do on the data subcommittee and would like to get the survey results and ongoing community outreach posted quarterly to help Council make timely decision based upon the community's real time needs.

Thank you,

Kai Schroeder

Jenny Rakow

From: Jim White
Sent: Saturday, June 11, 2022 11:07 AM
To: Jenny Rakow
Subject: FW: EVC

FYI...we'll catch up on Monday! Hope you had a great respite!

Jim White

Interim Town Manager

TOWN OF EAGLE

200 Broadway, PO Box 609, Eagle Co 81631

Phone: 970-328-9628, Fax: 970-328-5203

CLICK BELOW FOR TOWN WEBSITE, NEWS, EVENTS OR TO PROVIDE FEEDBACK:



Sender and receiver should be mindful that all my incoming and outgoing emails may be subject to the Colorado Open Records Act, § 24-72-200.1, et seq.

From: Brubeck, Kevin C <Kevin.Brubeck@edwardjones.com>
Sent: Friday, June 10, 2022 2:17 PM
To: undisclosed.for.privacy@edwardjones.com
Subject: EVC

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Good afternoon,

Thank you all for your dedication and service to our wonderful community!

Please send a quick email to Jim White (jim.white@townofeagle.org) today to indicate your intention to continue your involvement with the Town of Eagle Economic Vitality Committee (EVC). If you have already passed this information on to Jim, Thank you!

Jim, I would like to continue with the EVC.

Thank you!

Kevin Brubeck

Kevin Brubeck
Financial Advisor
Edward Jones
129 Broadway
Eagle, CO 81631
(970) 328-0361

www.edwardjones.com

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Jenny Rakow

From: noreply@civicplus.com
Sent: Friday, June 3, 2022 1:51 PM
To: Clerk Group
Subject: Online Form Submittal: Commission & Committee Application Form

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Commission & Committee Application Form

Select the Council, Commission, or Committee applying for Economic Vitality Committee

PERSONAL INFORMATION

First Name	Melissa
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Last Name	Lally
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Address1	PO Box 4264
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Address2	<i>Field not completed.</i>
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City	Eagle
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State	CO
-------	----

Zip	81631
-----	-------

Email Address	lallymelissa@gmail.com
---------------	------------------------

Contact Phone Number	970-471-3151
----------------------	--------------

Business Address	<i>Field not completed.</i>
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Business Phone Number	<i>Field not completed.</i>
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Occupation	Owner, Balance Business Services LLC
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(Section Break)

COMMITTEE INFORMATION:

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Open Space and Recreation Advisory Committee: Meetings 9:00 a.m., meet typically on the first Tuesday of each month.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?

No

If yes, which

Field not completed.

Please list organization memberships and positions held

Field not completed.

Please List Areas of Special Interest

New & small business support

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?

In 2021 I prepared a report, Eagle Business Incubator Feasibility Study & Prospects for the Entrepreneurial Ecosystem (attached), for the Northwest Colorado Small Business Development Center detailing observations and recommendations for Eagle's entrepreneurial ecosystem. Please note that this report reflects a snapshot in time as it was a time of flux and quick change. Other than the Covid pandemic observations and recommendation, most opportunities detailed in the report still stand. Specifically...

1. Opportunities of increased information flow to new and growing businesses about already existing business support and resources for access to capital.
2. Continued & improved opportunities for connection, communication, and collaboration within Eagle's entrepreneurial ecosystem. Opportunities for conversations between business owners, entrepreneurs, economic development champions, and business support organizations.
3. Continued & improved collaboration with other communities for knowledge sharing, open innovation opportunities, asset sharing, human capital, etc.
4. Determination of eligibility and application of funds offered by Colorado Office of Economic Development & International Trade, Colorado Outdoor Recreation Industry Office, and the

Colorado Tourism Office (possibly- I need to feel out the EVC's sentiment on tourism), and StartUp Colorado.
5. Continued and improved opportunities to ensure that Eagle businesses know their needs/burdens are heard.
6. New business attraction.

What challenges currently exist in the Town of Eagle?

Business retention. Employee retention. Access to entry level employees. Attainable housing. Internet reliability. Starkly different opinions on growth and tourism.

As a Committee Member, how would you approach these challenges?

Please accept this application for the alternate member position. My intention is to take a (possibly once in a lifetime) sabbatical August through December 2022. My understanding is that this timeframe is acceptable for the alternate position.

Business retention: Minimizing burden (financial & administrative) on new and growing businesses. Informing Eagle businesses of the business support organizations, networking opportunities, and educational opportunities that already exist through marketing and promotion.

Employee retention: Support attainable housing initiatives. Offer resources to businesses about recruiting and retaining within our current tight labor market.

Access to entry level employees: Promote the already existing programs such as the existing job board used by students through Colorado Mountain College's Basecamp portal. Colorado Mountain College also offers project based opportunities (micro-internships) to students through Parker Dewey. Also to be promoted is the Eagle County Collaborative for Career Pathways apprenticeship program.

Attainable housing: The answer to this is beyond my scope, however I would expect that the EVC would advocate for attainable housing.

Internet reliability: I would leave this to the professionals, but encourage the solution to be prioritized.

Starkly different opinions on growth and tourism: Listen. Listen. Listen. And then make the best recommendations given all the information. On a personal level, I default to managing growth and attracting tourism dollars.

Are you a resident of Eagle or do you own real

Yes

property, own a business or
work for an Eagle owned
business?

Please attach a cover letter or experience information [Eagle Business Incubator Feasibility Study 050121 - Google Docs.pdf](#)

Email not displaying correctly? [View it in your browser.](#)

MELISSA LALLY

PO Box 4264 Eagle, CO, 81631 (970) 471-3151 lallymelissa@gmail.com

OBJECTIVE

To serve the Town of Eagle as an **Alternative Member** of the Eagle Vitality Committee. To contribute my experience of business accounting, financial analysis, and strategic business planning with knowledge gained through the preparation of the *Eagle Business Incubator Feasibility Study & Prospects for the Entrepreneurial Ecosystem* (attached) for the Northwest Colorado Small Business Development Center to support the economic climate of Eagle. Frequently praised as diligent, reliable, and trustworthy by my clients, I can be relied upon to support the Eagle Vitality Committee as I have local businesses for over 13 years.

EXPERIENCE

BALANCE BUSINESS SERVICES, LLC, EAGLE, CO
President, May 2009 - Present

- Small Business Consulting. Small Business Start-up. Implementation of Legal and Accounting Processes. Accounting & Bookkeeping Procedure Evaluation. Periodic Review for Profit Management, Potential Leakage & Fraud through Annual, Quarterly, or Monthly Reconciliation, Analysis & Evaluation. Preparation of Business Audits as required for General Liability Insurance, Worker's Compensation Insurance, etc. Ongoing General Accounting Support.

EDUCATION

WESTERN COLORADO UNIVERSITY
GUNNISON, CO

Master of Business Administration (M.B.A.) Outdoor Industry (May 2021)

UNIVERSITY OF COLORADO BOULDER
BOULDER, CO

Bachelor of Arts (B.A.) Philosophy, Mathematics (Dec 1996)

ADDITIONAL SKILLS

- Financial reporting: Preparation and analysis
- QuickBooks: Setup, evaluation, training
- Legal reporting
- Evaluation of eligibility and preparation of business tax credits

CERTIFICATIONS

- Entrepreneurship Center Management Certificate (ECM) by International Business Innovation Association (INBIA)
- Certified in Sustainable Tourism by the Global Sustainable Tourism Council

- QuickBooks ProAdvisor

