



MEEING MINUTES
Marketing & Events Advisory Committee (MEAC) - AGENDA
Thursday, February 3, 2022 @ 8:30am
At Town of Eagle Council Chambers, Eagle Town Hall

ROLL CALL

STAFF PRESENT

Holli Snyder
Danita Dempsey
Kim Fritzler
Heather Hower
Anna Robinson
Molly Furtado

NOT IN ATTENDANCE

August Wittenberg
Sarah Parrish

ADOPTION OF AGENDA

MOTION: Member motioned to adopt the amended agenda as presented.

1) MEAC 2022

- Implemented: Members ask to volunteer their time for special events (min 8 hours)
- Recruitment for 2022 – 3 seats open
 - January 14 – Posted
 - February 14 – Deadline
 - February 28 - Selection Meeting – Committee moved selection meeting to Wednesday, March 2. Ask each applicant to attend Zoom or in-person for a five-minute introduction.
 - Danita posed the question: What is the commit looking for in an applicant? Business owners? Diversity!

MEAC TERMS

Name	Company	Term One	Term Two	Term Three	Term Four	Voting Sta
Holli Snyder	Marketing & Events	2015-2017	2017-2019	2019-2021	2021-2023	Voting
Danita Dempsey	Town of Avon				2021-2023	Voting
Heather Hower		2018-2020			2021-2023	Voting
Kim Fritzler	Slifer	2018 - 2020		2019-2021	2021-2023	Voting
Anna Robinson	Vail Valley Partnership				2021-2023	Voting
August Wittenberg					2021-2023	Voting
Jeff Boyer	Eagle Ranch Golf Course	2015-2017	2017-2019	2019-2021		Resigned
Sheryl Staten	WECMRD	2018-2020	2017-2019	2019-2021		Resigned



2) Upcoming Events 2022

February			
2/5/2022	HS Climbing Championships	Eagle Climbing	Eagle Climbing
March			
3/11/2022	Murder on Broadway	EagleARTS	Broadway Street

3) Items up for discussion

- Date change of monthly Thursday MEAC meeting to Wednesday or Friday?
Committee - Danita requested Wednesday over Friday, due to event summer schedule. All those in favor to move meeting to first Wednesday of the month; Danita, Kim, Heather, Anna, Holli, Molly
- Block Party – Deadline February 4
Committee fully supports this event, even if event is moved to the Fairgrounds, they will still receive funding.
- Cancel Easter Egg Hunt – Saturday, April 16
Committee supports staff to cancel Easter Egg Hunt. Donate last year's eggs to Melissa Johnson with Mountain Life Calvary
- Staff will be presenting a proposed budget for flight days to town council on FEB 8.
Committee – Holli committed to attending TC meeting to support staff.
- Question from HS Cycling Championships: Why did they receive less money in 2022 than in previous years? Committee – Move events to fund, want more diverse events

CONSENT AGENDA

1. Minutes - January 6, 2022
2. Minutes – February 3, 2022