



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Wednesday, March 2, 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
Sarah Parrish
Molly Furtado

NOT IN ATTENDANCE

August Wittenberg – RESIGNED March 1, 2022

ADOPTION OF AGENDA

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

1) MEAC 2022 – Applicants (4 open seats; three 2-year terms and one 1-year term)

- Recruitment for 2022
 - March 2 – Meet Applicants
 - Lizzy Owens – 4 years in eagle. 2 years with mountain recreation as community engagement manager. Experience with events, sponsorships, grants. Also, member of OSRAC. Previously worked at walking mountains.
 - Jaimie Mackey – business owner of the assembly. Would like to bring more business to eagle ranch. Focus on diversity.
 - Chad Milam – 2 years in eagle. Director digital strategy & experience for Vail Health. Wants to be integrated in community. He would give a new perspective. Vail Health sends Monday Messages, great idea for communicating TOE events to their employees.
 - Erinn Hoban – 8 years in eagle. Vail Valley Mountain Trails Alliance program director. “Share our town”. Also member of OSRAC.
 - Christina Taylor – move to valley 3 years ago. Lives in Edwards. Opening THREE business in eagle ranch. Wants to help new business owners with all the red-tape.
 - Selection process: Can we vote-in all 5 applicants? MEAC is made-up of 9-members. Would 10 be too many? There are also 2 non-voting seats: town council member and town of eagle member. After open discussion from committee, Danita motioned to invite four applicants: Lizzy Owens, Jaimie Mackey, Chad Milam, Erinn Hoban. **ALL** in favor.



- Molly followed up with each applicant. Invited Christina Taylor to be a non-voting member

2) Items up for discussion

- Review meeting minutes from previous two MEAC meetings – Molly to send out meeting minutes for all three meetings.
- Flight Days proposed budget was approved!
- Block Party CONFIRMED – June 3 - 5 on Broadway Street
- Easter Egg Extravaganza hosted by Eagle Vineyard Church

3) Upcoming Events 2022

March			
3/11/2022	Murder on Broadway	EagleARTS	Broadway Businesses
April			
4/8/2022	ArtWalk - 2nd Friday	EagleARTS	Broadway Street
4/16/22	Eagle Easter Egg Hunt	Eagle Vineyard Church	Eagle Town Park
4/23/22	Quilt and Fiber Fair	Motley Fabric	Eagle Valley High School
4/29-5/1	Colorado HS Cycling Coach Summit	CO HS Cycling League	Brush Creek Pavilion
4/30-5/1	Vail Lax Jam	Vail Valley Lacrosse Club	Eagle County Fairgrounds Sports Complex
4/30/22	Community Pride Highway Cleanup	Eagle River Watershed	Eagle County

4) New Topic: Proposed next meeting to be an on-boarding for new members and retreat to discuss MEAC 2022.

- **April 6 meeting will be held at Frost Creek from 8:30am – 12pm.**
Working breakfast will be served, provided by TOE
- Please EMAIL Molly suggested agenda items
- Discussions to include:
 - MEAC funding versus Community funding
 - MEAC new mission statement, minus lodging taxes
 - Funds for events, but none for marketing/communication
 - Communication hot topic for TOE special events manager
 - Help with website update