



Town of Eagle
Marketing & Events Advisory Committee (MEAC) – MEETING MINUTES
Wednesday, August 3, 2022 @ 8:30am

ROLL CALL

STAFF PRESENT

Lizzy Owens
Chad Milam
Jaimie Mackey
Danita Dempsey
Kim Fritzler
Heather Hower
Erinn Hoban
Molly Furtado

NOT IN ATTENDANCE

Holli Snyder
Anna Robinson
Sarah Parrish

ADOPTION OF AGENDA

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

1) Tom Gosioroski, Public Works Director – did not attend due to a scheduling conflict

- Committee discussed additions to In-Kind Document. Molly will send Tom updated/suggestions
- Include in-kind donations on Request Funding application

2) Combine MEAC Funding & Community Funding for 2023 requests

- Define MEAC event vs. community event vs. program
 - The 2012 ballot language specifies MEAC events are supplemented from lodging tax (out-of-town guests) and community events do not require events to focus on lodging tax (community-based events)
- Danita requested Ordinance number
- MEAC Funding Requests begin September 1 – reviewed updated RFP and made changes to point system and timeline. See attachment.

3) MEAC recommends Council increase funds for 2023 events

- Molly shared 2023 marketing & events budget request to help realize an increase in MEAC funds would decrease budget from TOE produced events
- Committee made suggestions on M&I 2023 budget request
 - Suggested removing holiday party/employee parties from M&E budget
 - Suggested increasing budget request for Flight Days
 - Suggested including budget for 2023 Community Table

Town of Eagle – Special Events Department



- Suggested moving budget for TOE “events attended” to Promotional Materials

4) MEAC’s proposed new mission & objectives

- Next steps: re-write resolution based on current ordinance
- Consider re-writing ordinance in 2023

5) Discussion Items

- Music & a Movie – partnership between Mountain Rec and Kalidescope; Thursday, August 25 and Friday, September 16 at Town Park
- Farmer’s Market has changed their times from 9am-2pm to 3pm-7pm – great for the community
- Why is TOE not producing Christmas on Broadway?