



Town of Eagle
Marketing & Events Advisory Committee (MEAC) - AGENDA
Wednesday, September 7, 2022 @ 9am
At Town of Eagle Council Chambers, Eagle Town Hall

ROLL CALL

STAFF PRESENT

Lizzy Owens
Danita Dempsey
Kim Fritzler
Heather Hower
Erinn Hoban
Anna Robinson
Molly Furtado

NOT IN ATTENDANCE

Holli Snyder
Sarah Parrish
Chad Milam
Jaimie Mackey

ADOPTION OF AGENDA

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

1) Public Comment

- Jennifer Filipowski – EagleArts / ARTwalk – [present to listen](#)

2) 2023 Request for Funding Applications LIVE! September 1 – October 10, 2022

- One application for Special Events – [Special Events Manager combined MEAC Special Events funding application with Community Events Funding application for 2023](#)
 - [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 \(community-based events\)](#)
 - [FORMAL Request for Resolution/Ordinance](#)
- One application for Community Programs/Sponsorships – [Typically Program Funding applications are reviewed by Council. MEAC requests formal motion to see applications prior to submitting to Council.](#)
- Update on applications received to date – [No update provided](#)

3) Review selection process – Danita to provide a brief overview

[Upcoming selection process:](#)

- [Spreadsheet of all applications received](#)
- [Rating system / score card](#)



- Google working document created for all access
 - Committee individuals score, make notes
 - Members meet as a group to discuss
 - Information made available to the public
 - Staff presents to Council
 - Council confirms final funds awarded
 - Funds are available in January 2023
-
- Event producers requesting \$5,000+ in funding will be required to answer questions and provide a brief overview of their event at the MEAC monthly meeting on Wednesday, November 2, 2022, at 9am – same set of questions asked to each producer?

	Points
Event provides positive economic impact through sales tax & lodging tax	20
Event provides a sense of community and enhanced quality of life	20
Event provides a well-rounded, diverse audience	20
Event producer qualifications	10
Event provides marketing and brand awareness to the Town	10
Event sustainability and potential growth	10
Event provides a varied calendar date	10
Total Points	100

4) Timeline

- September 1 – OPEN Funding Requests
- MEAC Meeting OCT 5
- October 10 – DEADLINE for funding applications
- November 2 – Event producers present to MEAC. 9am-12pm.
- November 3 – MEAC to evaluate funding applications. 9am-12pm.
- November 8 - MEAC recommendations presented to Town Council.
- December – Event producers will be notified of awarded funds
- January 2023 – Funds made available

5) MEAC's proposed new mission & objectives – No discussion

- Next steps - Resolution

6) Discussion Items

Confirm with Kat, DDA, Christmas on Broadway is scheduled for Saturday, December 3



7) Upcoming Events

SEPTEMBER EVENT CALENDAR

SEPT 2	Eagle Farmer's Market & Art Show
SEPT 2	Fill the Boot - 7 Hermits, benefiting MDA
SEPT 4	Yoga in The Park – last one
SEPT 7	Yoga by the River
SEPT 9	ARTwalk - Broadway Street Closure
SEPT 9	Eagle Farmer's Market & Art Show
SEPT 10-11	Colorado High School Cycling League
SEPT 10	Eagle River Clean Up Day
SEPT 14	Yoga by the River
SEPT 16	Eagle Outdoor Movie Series - SING 2
SEPT 16	Eagle Farmer's Market & Art Show
SEPT 17-18	Mountain RATS
SEPT 21	Yoga by the River
SEPT 23	Eagle Farmer's Market & Art Show – last one
SEPT 24	Eagle Hard-to-Recycle
SEPT 24	Vail Valley Walk to End Alzheimer's
SEPT 28	Yoga by the River
OCT 2	Fall Festival / Pumpkin Patch