



Town of Eagle  
Marketing & Events Advisory Committee (MEAC) – MEETING MINUTES  
Wednesday, October 5, 2022 @ 9am  
At Town of Eagle Council Chambers, Eagle Town Hall

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### **ROLL CALL**

#### **STAFF PRESENT**

Lizzy Owens  
Holli Snyder  
Sarah Parrish  
Chad Milam  
Kim Fritzler  
Heather Hower  
Erinn Hoban  
Anna Robinson  
Molly Furtado

#### **NOT IN ATTENDANCE**

Jaimie Mackey  
Danita Dempsey

### **ADOPTION OF AGENDA**

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

#### **1) Discuss Resolution No. 27 (series of 2015) as it relates to MEAC Bylaws**

- Committee reviewed and discussed acceptance of the current Resolution No. 27 – A Resolution of the Board of Trustees of the Town of Eagle, Colorado Adopting the Marketing and Events Advisory Committee (MEAC) Bylaws.

#### **2) Discuss Ordinance No. 24 (Series of 2020) as it relates to Town's lodging tax**

- Committee reviews and discussed the change of computation of lodging tax from \$4 per day to 6% of the cost of the rental fee.
- MEAC has not seen an increase in their budget with increase in lodging tax. The Special Events Manager provided document to show TOE Marketing & Event Expenditures have increased, providing more funds for town-produced events.

#### **3) 2023 Request for Funding Applications – deadline is October 10, 2022**

- Questions about selection process
  - Special Events Funding Requests in past has focused on heads in beds and Community Requests do not. Moving forward MEAC wants to combine the two Funding Requests. Focus more on combined tax revenue.
  - Change “community programs” to Grants, which are Council approved funds.
  - Members discussed whether to fund less events with more money.
- Event producers requesting \$5,000+ in funding will be required to answer questions – requested for committee members to send staff questions they would like to ask



|                                                                                                                                                                                                                                   | Points     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Event provides positive economic impact through sales tax <b>and</b> lodging tax ( <a href="#">motion to change the word 'and' to the word 'or'</a> ). <a href="#">Remove intent from heads in beds and focus on tax revenue.</a> | 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         |
| <b>Total Points</b>                                                                                                                                                                                                               | <b>100</b> |

- **Timeline**

- October 10 – DEADLINE for funding applications
  - [UPDATE: 13 Event Requests and 17 Grant Requests](#)
- 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

#### 4) MEAC's proposed new mission & objectives:

- Next steps - Resolution

#### 5) Discussion Items

- 2023 Future Agenda Items
  - [Request Council work session to discuss MEAC](#)
  - [Town to host Committee Training with CIRSA – Date TBD](#)

#### 6) Upcoming Events

##### OCTOBER EVENT CALENDAR

| OCT 1       | Vail Valley Soccer                                            |
|-------------|---------------------------------------------------------------|
| OCT 2       | Pumpkin Patch – Brush Creek Pavilion                          |
| OCT 5       | Yoga by the River                                             |
| OCT 8 & 9   | Colorado High School Cycling League #4 Race                   |
| OCT 14      | ARTwalk - <a href="#">cancelled</a>                           |
| OCT 22 & 23 | Vail Valley Lax Jam                                           |
| OCT 26      | Trick or Treat Street – Capitol Street Closure                |
| DEC 3       | Christmas on Broadway ( <a href="#">produced by the DBA</a> ) |