



MINUTES FOR APPROVAL

**Marketing & Events Advisory Committee (MEAC)
Wednesday, April 5, 2023 – 9:00 am
Council Chambers / Eagle Town Hall
200 Broadway, Eagle, CO**

This agenda and the meetings can be viewed at www.Townofeagle.org.

PUBLIC WIFI – Eagle Guest

MEETING ACCESS

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 266 597 169 54

Passcode: V65HRW

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

[+1 469-770-0416,,545642696#](#) United States, Dallas

Phone Conference ID: 545 642 696#

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

CALL TO ORDER AND ROLL CALL

9:00 a.m. CALL TO ORDER and ROLL CALL

Call to Order at: 9:02

Roll Call:

Committee members present: Holly Snyder, Danita Dempsey, Heather Hower, Chad Milam, Anna Robinson, Kim Fritzler, Lizzy Owens, Erinn Hoban

Committee members absent:

Staff Present: Molly Furtado

Town Council Present: Sarah Parish

APPROVAL OF MINUTES

MEAC Meeting: March 1, 2023

MOTION to approve the MARCH MEAC meeting minutes by Anna Robinson and second by Danita Dempsey. Motion passed with a vote of 8 in favor Holly Snyder, Danita Dempsey, Heather Hower, Chad Milam, Anna Robinson, Kim Fritzler, Lizzy Owens, Erinn Hoban and 0 opposed (names).

BUSINESS AND DISCUSSION ITEMS

- Presentation from EagleARTS on new event request for June 10
- Discussion includes the calendar diversity. Is it an appropriate move with other things on the weekend of June 9-10?
- Confusion on if the Second Friday would still exist with assistance from the Downtown Business Alliance. ArtWalk would like to not be included and the DBA would remediate some of the pressure and coordination. Especially without funding.
- Due to the fact that it was written into the proposal. Do we have the recourse for funding without contracts or written MOU?
 - Block Party Update
- Partial band line up has come out. Venue will stay the same. Current business contacts are established to work with on participation.
- Ticket sales – probably 1000 tickets sold but ideally up to 5000

STAFF UPDATE

- Town produced events:
 - Cleanup & Hard2Recycle – May 20
 - Whitewater Wednesdays – June 7, 14, 21, 28
 - Flight Days – 2023 Theme: Music Takes Flight – June 23 & 24

- July 4th Kids Bike Parade – July 4
- Youth Whitewater Safety Rodeo – July 22
- Community Table – Sunday, August 20

UPCOMING EVENTS



DISCUSSION AND FUTURE AGENDA ITEMS

- The Town invites you to the next Eagle Chamber Mixer on Thursday, April 20th at el Segundo at 5pm; hosted by the Town in collaboration with Comcast.
- Com Dev ReCode Eagle Presentation May 3?
Com Dev to release the consolidated public draft of the new land use code on Monday, April 17th. Between April 17 – May 15 they will be conducting public outreach around town, speaking with the community and various stakeholder groups. While MEAC may have limited involvement with the land use code, this presentation could be educational and hopefully Com Dev will gain a couple more stewards that will help spread the word about the project.

ADJOURN

MOTION to adjourn at 9:56 a.m. by Holly Snyder and second by Lizzy Owens. Motion passed with a vote of 8 in favor Holly Snyder, Danita Dempsey, Heather Hower, Chad Milam, Anna Robinson, Kim Fritzler, Lizzy Owens, Erinn Hoban and 0 opposed (names).

MEAC Funding Policies and Procedures

Changes for Consideration

- Update information online for 2023 with temporary information and then current funding proposal information and timelines in the fall.
- Disclaimer about awarded funds, permits and changes:
 - Currently: “Awarded funds does not equate to event approval. To begin the approval process, an event permit application must be received at least 45 days prior to the event.”
 - Change to:

“Awards are granted based on the written proposal submitted to MEAC. Any changes to the event proposal must be submitted to MEAC in writing prior to the proposal meeting or vote to award funding. Should changes to the event be recommended by MEAC, written confirmation of those changes must be made by the applicant and received by MEAC prior to fund awards being finalized.

Changes to the event after awards are granted must be submitted in writing to MEAC for consideration and approval at MEAC’s sole discretion. Changes denied by MEAC or made without MEAC’s consent may result in the loss of all or a portion of MEAC’s funding award.

Awarded funds do not equate to event approval. Applicants are still responsible for submitting all appropriate event permit applications on time and receiving event approval prior to the event.”
 - Additional recommendation to include a check box acknowledging the above information on the actual funding application form as well as including the above language in the event contract.
- Timelines:
 - Revisit the MEAC funding award timeline with the Town’s budget cycle and adjust accordingly. This may mean moving up the funding recommendations to Council earlier in the fall.
 - Revisit timeline for event contract and event applications. Does it make sense to have the contract executed before the application has been submitted and approved?
 - Revisit application timelines and adjust to meet capacity of staff to review and process applications with or without MEAC funding throughout the year.
- Consider requiring an event budget and organization / producer funding information on the application. This will give MEAC a greater sense of how dependent the program or applicant is on MEAC funds vs. other sources.