



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, June 7, 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

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

Meeting Minutes: May 3, 2023

BUSINESS AND DISCUSSION ITEMS

- Introducing Carly West, Communications & Marketing Specialist
- Eagle Flight Days, featuring The Indigenous Wisdom Gathering
- Flight Days - [SignUp Genius](#)

STAFF UPDATE

- Staff seeks permission to cancel JULY 5 MEAC Meeting

UPCOMING EVENTS

June	
6/4/23	Yoga in the Park
6/9/23	2nd Friday Downtown
6/10/23	Mountain Rec Opening Day
6/11/23	BMX State Race
6/11/23	Yoga in The Park
6/15/23	Music and a Movie
6/18/23	Eagle Enduro MTB
6/18/23	Yoga in the Park
6/22/23	Music and a Movie
6/23-6/24	Eagle Flight Days
6/25/23	Bighorn Gravel
6/28/23	Bike to Work Day
6/29/23	ShowDown Town Concert
6/30/23	Eagle Farmer's Market & Art Show
July	
7/2/23	Yoga in The Park
7/4/23	Eagle Kid's July 4th Bike Parade
7/6/23	ShowDown Town Concert
7/7/23	Eagle Farmer's Market & Art Show
7/7 - 7/8	ARTwalk Festival
7/9/23	Yoga in The Park
7/13/23	ShowDown Town Concert
7/14/23	Eagle Farmer's Market & Art Show
7/14/23	2nd Friday Downtown
7/15/23	Never Summer Adventure Race
7/16/23	Yoga in The Park
7/11-7/23	Triple Crown Baseball World Series
7/20/23	ShowDown Town Concert
7/21/23	YOUTH whitewater safety

7/21/23	Eagle Farmer's Market & Art Show
7/23/23	Yoga in The Park
7/26-7/30	EAGLE COUNTY FAIR & RODEO
7/27/23	ShowDown Town Concert
7/28/23	Eagle Farmer's Market & Art Show
7/30/23	Yoga in The Park

DISCUSSION AND FUTURE AGENDA ITEMS

- Future agenda items?

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Molly Furtado
Special Events Manager



**Marketing & Events Advisory Committee (MEAC)
Unapproved Meeting Minutes
Wednesday, May 3, 2023, at 9:00 AM
Council Chambers - Eagle Town Hall
200 Broadway Eagle, CO 81631**

This agenda, meetings, and information about the Committee can be viewed at www.Townofeagle.org.

The public is invited to comment at the end of each agenda item

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

Call to Order at: 9:02

Roll Call:

Committee members present: Danita Dempsey, Holli Snyder, Kim Fritzler, Lizzy Owens, Anna Robinson, Heather Hower

Committee members absent:

Staff Present: Molly Furtado, Melissa Daruna

Town Council Present: Sarah Parrish

9:04 a.m. APPROVAL OF APRIL MINUTES

MOTION to approve the APRIL MEAC meeting minutes by Anna and second by Holli Snyder Motion passed unanimously.

MEAC Policies & Procedures Discussion

- Summarized by Melissa
- High level recommendations – disclaimer language stating that applicant must put in writing their revised request and they may lose the grant with revisions
- Chad emailed good revision for verbiage
- Timelines FYI – Support Molly as 1-woman show. Approving permits can be streamlined. Internal timelines – require contracts & permits to be put into place each Spring. Less burden on administration
- March 15 hard deadline for contracts with MEAC funded events going forward
- Anna – what do we consider a change?

- Melissa – Material change – i.e thematic change, date
- Go to contract upon Approval for a funded event to make seasonal printed calendar
- Increase to 60 days for approval
- Trying to move up Council approval to November for annual budget. MEAC sticks with timing from last year.
- Resolution – does it state that MEAC has authority to disseminate? Council still likes to see & approve how funds are spent. This is an Advisory committee.
- Melissa – consider requiring an event budget and organization/producer funding information on application.
- Danita – may be proprietary information. Does town need to sign NDA
- Anna – can we look at P&L year over year
- Melissa – template budget – meet them with customer service. Fill out online. High level

Town produced Events

- Cleanup Day 5/20 Hard to Recycle Event
- Flight Days Featuring The Indigenous Wisdom Gathering
- 3 finalists for the Marketing & Communications position
- Need volunteers to scoop horse poop at Flight Days – MV horse rescue
- 2nd Friday Downtown – Bryan
- Artwalk permanently canceled. Not selling enough art to pay bills
- Street party takes business away from businesses
- Festival permit – up to 9/year.
- Town pause on 2nd Friday Downtown and will no longer promote it. Melissa wills end communication to Eagle Arts & DBA & DDA
- Note in communication that the town is not promoting this year so they can reassess for 2024



FLIGHT DAYS SCHEDULE:

Friday, June 23 - Tipi Raisers Present:

4:00pm - 10pm	Festivities, Food & Fun
5:00pm - 5:30 pm	Native drummers "drum in" horse riders
6pm - 8pm	Ceremonial Tipi Raising
8pm - 10pm	Live Music - Laughing Bones

Saturday, June 24 - Music Takes Flight

8am	Registration for Color Fun Run
8:30am	Splash of Color Fun Run, 1.2 mi
8am - 10am	Lion's Club Pancake Breakfast
10am	PARADE on Broadway
10am - 10pm	Festivities, Food & Fun
11am - 6pm	Toddler Zone (ages 3-5), Crafts Tent
11am - 8pm	Kid Zone; Mechanical Bull, Climbing Wall
11am-3pm	Shutter Bus Photo Booth
11am - 11:30am	Horse painting storytelling
11:30am - 12:15pm	United Indigenous Dancers
12pm - 1pm	Indigenous Wisdom & Storytelling in the Tipi, for all ages
1pm - 5pm	Eagle River Brewing - Draft Trailer
1pm - 5:30pm	Eagle's Got Talent - Musical showcase
2pm	Kickball Tournament @ Bull Pasture
6pm - 7:30pm	Live Music - The Walker Williams Band
8pm - 9:30pm	Live Music - Quemando Salsa Band