

EVC MEETING MINUTES 2/15/24

CALL TO ORDER AND ROLL CALL - 1:01 PM

In attendance: Mick Daly, David Gaboury, Christina Hofman, Kim Fritzler, Eric Eves, Matt Felser, Kevin Brubeck, Nick Sunday, Nikki Davis, Cliff Simonton, Sydney, Jamie Wilson
Absent: Kim Goodrich

ROLL CALL & APPROVAL OF MINUTES

Motion to approve minutes passed unanimously.

ADMIN

- a. Nikki introduced Jamie Wilson, Communications & Marketing Specialist. Discussion on her role.
- b. Christina will continue as Secretary while we redefine the role (not minutes!)
- c. The recording of this meeting is linked below, together with topics and time stamp, so you can go directly to the section.

STAFF UPDATES

- a. See below.

EVC BUSINESS

- a. RRC update. The final draft dashboard will be presented and approved at our next meeting, to go live in April.
- b. Economic Development Plan (see updated Action list attached):
 - Staff will prioritize the 10 Actions and identify those requiring EVC support.
 - Recommended that we choose 3 or 4 that EVC can support delivering real progress and deliverables this year.
 - Action 1 is ongoing and long-term spanning the life of the project. It will be achieved in part by the completion of several other actions.
 - Action 3 is high priority – it can deliver a key tool to help all new businesses and developers come to Eagle with a smooth path laid out to navigate the Town's processes and code. It can also be a marketing piece that demonstrates we are serious about being "Open For Business".
 - Actions 4 & 5 are budgeted and EPS is already contracted to do the work.
 - Action 6 is the Dashboard. Phase 1 is close to going live. Phase 2 will be designed later this year.
 - Action 7 should include bringing together the Chamber, DDA/DBA and EVC to confirm roles and ensure synergistic collaboration.
 - Action 10: rather than assume a "non-profit", let's ask the question "How can we best organize to attract and recruit new businesses to Eagle?" Before that, we

should ask Council “What types of business and what industry(ies) are strategic for Eagle’s future?” Or do we make a recommendation to Council for their support?

- c. Budget: \$70 is already budgeted to support three of the above actions. Another \$20 is available but not earmarked for anything specific.

ADJOURN

Motion to adjourn passed unanimously at 2:38pm.

RECORDING: <https://bit.ly/EVCmeeting21524> (detail below)

	Time Stamp
Discussion on Housing Development and Business Discussion	0:06:00
Committee Meeting Discussion and Communication Strategies	2:03:00
Planning and Implementation of New Staff Member in Meeting	4:25:00
Discussion on Role Introduction and Implementation in Economic Development Plan	5:40:00
Community Development Team Meeting and Role Discussions	8:25:00
Discussion on Meeting Management and Role Changes in a Community Development	10:21:00
Community Development Report Discussion	13:21:00
Discussion on Annexation and Zoning Process in North Broadway	15:31:00
Discussion on Extension of Sylvan Lake and the Challenges of the West Eagle Project	17:11:00
Discussion on Grand Ave RAISE Grant Application and Regional Transportation Issues	20:42:00
Discussion on Staff Updates, Economic Development Council, and Public Relations Strategies	24:03:00
Town Council Meeting Discussion Quality of Life Objectives and Sales Tax Data	27:05:00
Town Council Work Session and Dashboard Update Discussion	29:48:00
Discussion on Data Tracking and Community Engagement in Housing and Permit Program	31:31:00
Discussing the Development and Implementation of a Public Dashboard	34:25:00
Discussing the Public Accessibility and Maintenance of a Data Dashboard	38:56:00
Discussion on Council Management and Project Management	43:43:00
Discussing Data Collection and Analysis for Local Housing and Mobility Issues	45:41:00
Discussion on Housing Needs Assessment and Collaboration with EPS and RRC	50:07:00
Discussion on Development Plan and Expectations	52:06:00
Planning and Implementing a Rebranding Strategy	53:18:00
Strategic Planning and Branding Discussion for Local Business Development	59:12:00
Discussing Branding and Economic Development Strategies for a Town	1:03:55
Strategic Planning and Progress Discussion in a Committee Meeting	1:08:44
Discussing the Role and Responsibilities of the EVC in Future Plans	1:14:31
Discussing the Development of a User-Friendly Guide for Business Development	1:15:38
Community Planning and Internal Improvement in Local Governance	1:19:23
Discussing Organizational Culture and Leadership Improvement	1:23:54
Discussing the Formation of a Nonprofit Economic Development Partnership	1:25:29
Discussing Strategies for Building the Recruitment Capabilities of the Town	1:28:28
Discussing the Future of Indoor/Outdoor Recreation and Business Development	1:32:59
Discussion on Business Operations and Future Plans	1:34:09

Theme: Branding & Marketing

Action 1. Rebrand the Town of Eagle as "Open for Business."

Estimated Timeframe: Ongoing

Action 2. Marketing and Events Advisory Committee (MEAC) – Promote the community and unique character of Eagle through a balance of events and programs that serve local residents and attract guests.

Estimated Timeframe: Ongoing

- MEAC is preparing to evolve into Marketing, Events, Arts and Culture (part of "rebranding" Eagle).

Theme: Development Process & Projects

Action 3. Create a guide navigating the Town's process for new development and change of use permits. **UNDERWAY.** Estimated Timeframe: 6-8 months. Aiming to go live by Q3 or Q4.

- Also identified as a priority by the Town Council.
- A framework of the guide will be a product of the DCI Challenge Program, available in Q2.
- How else can we tailor the guide? Where does it "live" (digital, brochure, both)? Who "owns" it (updates, graphics, contact information)? Includes a cover sheet (maybe a flow chart?), letter from the Mayor, etc. Partner with Jamie Wilson (Communications & Marketing) to develop the guide.
- What type of businesses / retail mix is Eagle trying to attract and retain? Craft the guide around this?
 - As case studies, invite local business owners to share their experience opening a business in Eagle (i.e. Slope & Hatch, Casey Glowacki, Brian Kunkel).
- Discuss what changes in policy and practice need to occur. For example, how are we going to support businesses as the Town bolsters enforcement (i.e. vacancies, illegal uses, parking downtown)?
- Discuss policies to create incentives which make (re)development a lighter lift.
- As an advisory board, it is appropriate for EVC to provide the Town Council with policy recommendations related to the above.

Action 4. Research and authorize using special districts in East Eagle to fund infrastructure (i.e., business improvement district, metropolitan district, and others). EVC will receive periodic updates; will be led primarily by EPS and staff.

UNDERWAY. Estimated Timeframe: 6-10 months.

Action 5. Conduct a nexus study to research and adopt commercial linkage standards that mitigate the impacts of new commercial development on housing. EVC will receive periodic updates; will be led primarily by EPS and staff.
UNDERWAY. Estimated Timeframe: 5-7 months.

Action 6. Launch and regularly update the economic and community dashboard to track and measure key metrics and trends. This includes a year-end report to Town Council on year-one insight, accomplishments, and recommended changes, if any.

UNDERWAY. Estimated Timeframe: Phase 1 launch in late March/early April 2024; ongoing maintenance. Phase 2 to be planned.

Theme: Retail & Commercial

Action 7. Reinforce partnership with the Eagle Chamber of Commerce (Chamber) to strengthen existing employers, focusing on business retention and expansion.
Estimated Timeframe: Ongoing

- Eagle Chamber is launching their Advocacy Committee which will focus on three initiatives - economic development in collaboration with the Town; business advocacy generator; small business resources & education.

Action 8. Research and develop a program to attract and maintain higher commercial occupancies.
Estimated Timeframe: 6-8 months.

- This initiative directly supports Action Item #3.

Theme: Housing & Workforce

Action 9. Continue to implement recommendations from the Comprehensive Affordable Housing Assessment.
Estimated Timeframe: Ongoing

Theme: Leveraging a Nonprofit Partnership

Action 10. ~~Initiate research into establishing an independent nonprofit economic development organization (EDO) with an autonomous board.~~ See Action #7. How can we best organize to attract and recruit new businesses to Eagle, with a clear idea of what kind of businesses/industries will fit best?" Estimated Timeframe: 2-3 months (2-3Q).

- Eagle already has two business non-profits (Eagle Chamber Economic Vitality Foundation and the Downtown Business Alliance).
- Town staff will facilitate a roundtable workshop with all ED groups to build upon each other's missions and goals while minimizing duplication.