



AGENDA

Marketing & Events Advisory Committee (MEAC)
Wednesday, April 3, 2024 @ 9 AM
Council Chambers
200 Broadway, Eagle, CO

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

MEETING ACCESS

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

Meeting Minutes: February 7, 2024.

➤ MEAC Meeting March 6, 2024 – cancelled

BUSINESS ITEMS

- Review of 2024 MEAC Applicants:
 - Nominate Committee Chair, Secretary
 - Volunteer Handbook
 - Events Calendar
- Resolution to amend bylaws
- Updated Bylaws
- Recommended Arts & Culture Work Plan

DISCUSSION ITEMS

- Ice Castles
- Eagle Flight Days – June 28 & 29
 - Update
 - Flight Days Committee

UPCOMING EVENTS

April	
4/15	Green Home Tour – presented by TOE and Walking Mountains
4/18	Chamber Mixer – hosted by TOE, co-host The Adam Palmer Sustainability Fund

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



AGENDA_MEETING MINUTES-unapproved

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CALL TO ORDER AND ROLL CALL

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

Call to Order at: 9:04

Roll Call:

Committee members present: Holli Snyder, Chad Milam, Kim Fritzler, Erinn Hoban

Committee members absent: Lizzy Owens, Danita Dempsey, Anna Robinson, Heather Hower

Staff Present: Melissa Duruna, Molly Furtado

APPROVAL OF MINUTES

MOTION to approve the DECEMBER & JANUARY MEAC meeting minutes by Chad Milam and second by Holly Schneider. Motion passed with a vote of 4 in favor (Schneider, Fritzler, Milam and Hoban) and 0 opposed.

BUSINESS ITEMS

Introduction to Jamie Wilson, Communication & Marketing Specialist

- Jamie had a death in the family and will not be able to attend today.

Council Chambers new AV system

- Ryan Goebel, TOE IT department, walked us through the new system.

Committee members termed.

- Term limits for everyone
- Current MEAC committee needs to reapply if they are interested in being reinstated.
- Do we have considerations on what type of qualities/work functions we might be missing?
- Considerations for current recruitment should be done by our committee and not staff.
- Deadline for applications is Feb 29th

Future agenda items to include revision of MEAC Bylaws to include Arts & Culture

- Ideas that include staff can give us an idea of what Arts & Culture would look like from a work structure for TOE staff.
- This would give MEAC an idea of what is required from staff and the priorities to vote on within the Bylaws of MEAC
- Withing considerations of the MEAC Bylaws we will move forward with all committee members to be committed to a two-year term

NEW in 2024

- Event Permit Applications are due no later than May 1, 2024.

UPCOMING EVENTS

February	
2/9	Murder on Broadway
2/9 – 2/11	Porchlight Players – Young Frankenstein
2/15 – 2/17	Porchlight Players – Young Frankenstein
March	
3/31	Eagle Egg Hunt @ Brush Creek Pavilion

DISCUSSION ITEMS

- Mark your calendar! Eagle Flight Days – June 28 & 29
 - Tipi Raisers will be back. Tipi up on Friday AM versus PM.
 - Runaway Grooms are booked for Saturday night headliner.

ADJOURN

MOTION to ADJOURN at 9:58 by Holly Snider and second by Kim Fritzler. Motion passed with a vote of 4 in favor (Fritzler, Snider, Milam and Hoban) and 0 opposed.

RESOLUTION No. 18
(Series of 2024)

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF EAGLE, COLORADO
AMENDING THE MARKETING AND EVENTS ADVISORY COMMITTEE (MEAC)
BYLAWS**

WHEREAS, in November of 2011 the voters of the Town of Eagle, Colorado, approved a lodging occupation tax to be dedicated to market town amenities and create events to improve the Town's economy; and

WHEREAS, The Town Council formed a Marketing and Events Advisory Committee (MEAC) and hired a staff member to coordinate the effort; and

WHEREAS, the name of the Marketing and Events Advisory Committee shall be Marketing, Events, Arts and Culture Committee (MEAC); and

WHEREAS, the current Committee Bylaws require nine (9) members by a vote of the Town Council. Two other non-voting members of the committee shall be a Town Trustee, the MEAC Coordinator, and other appropriate staff from the Town; and

WHEREAS, the Marketing and Events Committee and Town Staff believe that a minimum of five (5) members and up to seven (7) with alternating one and two-year terms will better facilitate attendance and efficiency; and

WHEREAS, the Committee will also provide consultation to staff on increasing the arts and cultural activities, events and experience in the Town; and

WHEREAS, the MEAC Coordinator shall be titled Events Manager; and

WHEREAS, The Town Council has reviewed the Marketing, Events, Arts and Culture Committee (MEAC) Committee Bylaws, attached hereto as Exhibit "A" and incorporated herein by this reference, and finds that the amended Bylaws are in the best interest of the Town to govern the Marketing, Events, Arts and Culture Committee.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF EAGLE, COLORADO:

Section 1. That the Amended Marketing, Events, Arts and Culture Committee (MEAC) Bylaws attached hereto as Exhibit "A", are in the best interests of the Town to govern the Marketing, Event, Arts and Culture Committee.

INTRODUCED, READ, PASSED, AND ADOPTED at a regular meeting of the Town Council of the Town of Eagle, Colorado, held on April 9, 2024.

2024 Marketing & Events Advisory Committee to cultivate a new initiative: Marketing, Events, Arts & Culture (MEAC)

Staff recommends MEAC to progress towards a vibrant community to include arts and culture; to foster a place of creativity, collaboration, innovation, and artistic exploration.

MISSION

Engage the community by fostering artistic expression and cultural experiences.

ANNUAL GOAL

- Call for artist entry on an annual basis.

SOFT LAUNCH

- Member of the Colorado Creative Industries (CCI). CCI is a division of the Colorado Office of Economic Development and International Trade.
- Conduct a survey reflective of the broader community: inclusivity + authenticity.
- Research Grant Funding Opportunities

CELEBRATE CREATIVITY

- Art, Performance, Music & Dance
- Create spaces that deepen community attachment.
- Art in Public Places
- Art in Motion
- Artists in Residency
- Creative Corridor

WORKPLAN

Project	Funding Source	Time Requirements
Community Survey		High: project intent
Grant Funding/Budget		High: research grant opportunities
RFP Development		Medium: Fall RFP, Spring install
Jury Panel		Low: Fall RFP, Spring install