



AGENDA
Marketing & Events Advisory Committee (MEAC)
Wednesday, May 1, 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: April 3, 2024

BUSINESS ITEMS

- Welcome MEAC Members: Danita Dempsey (Chair), Shelley Bellm (Treasure), Holli Snyder, Chad Milam, Eddie Campos, Anna Robinson, and Kim Fritzler.
- Review updated bylaws
 - Tax allowable for other purposes.
 - No term limits
 - Correct resolution to reflect one and two year terms
- Town Manager approved Work Session with Town Council. August or September, date TBD.
 - What does MEAC want out of a work session?
- Recommended Arts & Culture Work Plan

DISCUSSION ITEMS

- Update on Mountain Rats – event has been cancelled. The Cycle Effect is working with Clark & Mick on ways to incorporate some of Mountain Rats into “Haymaker Jam”. Haymaker Jam has requested September 14. Staff is suggesting funds from Mountain Rats to be reallocated to Haymaker Jam.
- Eagle Flight Days – June 28 & 29
- Next MEAC meeting is June 5. No MEAC meeting July 3.

UPCOMING EVENTS

MAY	
5/4	Clean Up and Hard2Recycle
5/4	Vail Valley Highway Clean Up
5/4	LAX JAM
5/18	VRD Boneyard Boogie
5/18	Cycle Effect – Bikes & BBQ
5/19	EV Ride & Drive
5/23	BCES Biathlon
5/29	VRD Eagle Ranch Classic
JUNE	
6/2	Yoga at the Park

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

Call to Order at 9:02 by Holli Snyder, second Danita Dempsey

Roll Call:

Committee members present: Danita Dempsey, Holli Snyder, Chad Milam, Anna Robinson, Shelley Bellm

Committee members absent: Kim Fritzler, Eddie Campos

Staff Present: Molly Furtado, Jamie Wilson, Melissa Daruna

Town Council Present: Jamie Woodworth

APPROVAL OF MINUTES

Meeting Minutes: February 7, 2024

MOTION to amend the FEB MEAC meeting minutes by Danita Dempsey; please update minutes with correct spelling for Holli Snyder, modify “Withing” to Within considerations under Future Agenda Items, second by Holli Snyder.

BUSINESS ITEMS

- Review of 2024 MEAC Applicants: Holli Snyder, Danita Demsey, Anna Robinson, Chad Milam, Kim Fritzler and two new candidates; Shelley Bellm and Eddie Campos.
- Motion to move forward with current group/applicants. Motion passed with a vote in favor to move forward with current applications and 0 opposed.
 - Nominate Committee Chair – Danita Demsey. All those in favor, 0 opposed
 - Nominate Secretary – Shelley Bellm. All those in favor, 0 opposed.
 - Volunteer Handbook Acknowledgement and Receipt; Chad Milam, Holli Snyder, Shelley Bellm, Danita Demsey
 - NEED: Anna Robinson, Kim Fritzler, Eddie Campos
 - MEAC requested a work session with Town Council
- Resolution to amend bylaws / updated bylaws – Danita would like to see redlined changes to original document. Bylaws to include:
 - Tax allowable for other purposes.
 - No term limits
 - Correct resolution to reflect one- and two-year terms
 - Clear direction on how money can be spent. Can unspent funds be used on Art? Can funds from canceled events be moved around for Arts & Culture.
- Recommended Arts & Culture Work Plan
 - What is the outcome we want from a survey? Suggest obtaining funds/grants first.
 - Develop “jury”
 - Understand what has worked well and what hasn’t worked well.

- Events Calendar – Update to Mountain Rats; Gemini Events is no longer producing race. Talks with Cycle Effect to take over event. Event Permit Application must be submitted no later than May 31, 2024.
- Ice Castles – Eagle County Fairgrounds October – February. Additional request for funds will go through the MEAC Funding process.
- Eagle Flight Days – June 28 & 29
 - Flight Days Update / Committee Volunteers / Sponsorships needed

ADJOURN

MOTION to Adjourn at 10:12 by Holli Snyder and second by Danita Dempsey. Motion passed with a 7 in favor, 0 opposed.

BYLAWS OF THE TOWN OF EAGLE MARKETING AND EVENTS ADVISORY COMMITTEE (MEAC)

AS ADOPTED ON April 28, 2015 AND AMENDED ON 2023/2024.

In accordance with a Resolution duly adopted by the Town Council of the Town of Eagle, Colorado, at a regularly held meeting on April 28, 2015, the following are adopted as the Bylaws of the Town of Eagle Marketing & Events Advisory Committee Eagle Marketing & Events Advisory Committee (MEAC):

ARTICLE I NAME

SECTION 1. The name of the organization shall be the Town of Eagle Marketing ~~and~~ Events ~~Advisory~~ Arts and Culture Committee (MEAC).

ARTICLE II PURPOSE

In November 2011, the Town of Eagle voters approved a lodging and occupation tax dedicated to marketing Town amenities and creating events to improve the Town's economy. The Town of Eagle Town Council formed the MEAC committee to provide advice and consultation to the Events staff on how to best market the Town and spend such tax revenue. The MEAC Committee also provides advice and consultation to staff on increasing the art and cultural activities, events and experiences in the Town. The committee's actions are advisory. The Town Board has final budgetary authority over the fundfunds approved to support events, arts and culture.

ARTICLE III MEMBERS

SECTION 1. Membership. The ~~Marketing and Events Advisory Events~~ MEAC Committee shall consist of seven (7) Voting Members appointed by the Town Council of the Town of Eagle for ~~four two (2) year terms and three~~ four (4) year terms. Other non-voting ex-officio members of the Committee shall consist of a Town Council Member, the ~~MEAC Coordinator~~ Events Manager and other appropriate Town staff. Voting members of the Committee shall be residents of the Town, own real property, own a business, or be employed within the Town limits in order to be eligible for appointment. Members may reapply for appointment at the end of their term and may be reappointed by the Town Council. Voting Members shall be considered "local government officials" for purposes of applicability of the Standards of Conduct contained in Article 18, of Title 24, C.R.S. Voting Members shall also be considered "local government officials" for purposes of applicability of Article XXIX of the Colorado Constitution entitled "Ethics in Government", also known as Amendment 41 and will be required to review and sign the Town of Eagle's Committee Handbook.

ARTICLE IV ~~PARTNERS~~

~~In order to encourage collaboration, the Committee shall have partner organizations whose representatives may also participate in Committee meetings. Partners are not voting members of the Committee. There shall be no limit to the number of partner organizations invited to attend and participate in MEAC meetings. Partner organizations and representatives shall not be considered "local government officials" for purposes of applicability of the Standards of Conduct, Article 18 of Title 24, C.R.S. or Article XXIX of the Colorado Constitution.~~

SECTION 2. Process for Selection of Members. The ~~MEAC Coordinator~~ Events Manager shall annually ~~shall~~ establish an application (or letter of interest) process, including public notice in accordance with

Commented [MD1]: We should ask Jenny if we should keep this original date or just have the new bylaws adopted and list the current date (when they are adopted)

the Town of Eagle's requirements for public notice, and in consultation with the Town Manager, in order to propose a slate of candidates to the Town Council from applicants submitting an application or letter of interest. If there are more applicants than open positions on the Committee, the ~~MEAC Coordinator~~Events Manager may establish a process in consultation with the Town Manager and interested members of the Town Council to make recommendations to the entire Town Council regarding the selection of members.

SECTION 3. ~~Partners.~~ To encourage collaboration, the MEAC Committee shall have partner organizations whose representatives may also participate in Committee meetings. Partners are not voting members of the Committee. There shall be no limit to the number of partner organizations invited to attend and participate in MEAC meetings. Partner organizations and representatives shall not be considered "local government officials" for purposes of applicability of the Standards of Conduct, Article 18 of Title 24, C.R.S. or Article XXIX of the Colorado Constitution.

ARTICLE V COMMITTEE MEETINGS

SECTION 1. Time and Day. MEAC meetings shall be held monthly ~~on the first Wednesday or~~ at 9:00 a.m. ~~or frequency determined by the Committee to sufficiently advise on events, arts and culture programs and events and support the Events Manager. Meetings may be held on any other a~~ date and time to be determined by the MEAC ~~Coordinator~~Committee Chair and Events Manager with approval by the MEAC Committee. When posted as such, meetings may be held at other in-town venues. Meetings may be rescheduled by the ~~MEAC Coordinator~~staff Events Manager who shall also establish the agenda and facilitate the meeting. Meetings shall be open to the general public, non-voting members, partners, and other interested parties.

SECTION 2. Notice. Meeting times and agendas shall be posted in accordance with the Town of Eagle's requirements for public notice.

SECTION 3. Minutes. Minutes shall be kept for all Committee meetings in which formal action is taken by the Committee in the form of an annotated agenda which shall include a list of Committee attendees present, the member who made a motion, and the name of the member who seconded the motion, the motion itself and the result of the vote. Upcoming agendas as well as all past minutes of meetings of the Committee shall be posted on the Town's website.

ARTICLE VI ~~MEAC COORDINATOR~~EVENTS MANAGER – TOWN STAFF LIAISON

The ~~MEAC Coordinator~~Events Manager is hired by the Town of Eagle and reports directly to the Town of Eagle Assistant Town Manager. The ~~MEAC Coordinator~~Events Manager shall work with the Assistant Town Manager to propose an annual MEAC Committee budget to the Town's Town Council in a similar format as other Town Departments as part of the Town's annual budget cycle. The ~~Events Coordinator~~Manager is the liaison between the committee and the Town Manager and Town Council.

ARTICLE VII REVIEW OF ARTS AND CULTURE INITIATIVES

SECTION 1. Encourage Arts and Culture. The MEAC Committee shall develop ideas and strategies to attract arts and cultural events, projects and initiatives to the Town of Eagle. The Committee shall advise the Events Manager and Town Council on opportunities to increase arts and culture in the Town.

Additionally, the Committee will coordinate with other Town of Eagle advisory committees and partners on placemaking, beautification, and enhancing the brand of Eagle.

SECTION 2. Arts and Culture Review. The MEAC Committee will establish a review process for artistic and cultural works that can be displayed in the Town of Eagle, also called art in public spaces. The review process shall include input from Town staff and a recommendation to the Town Council. Final approval of any art in public spaces shall be made by the Town Council.

ARTICLE VIII FUNDING AND BUDGETING FOR COMMITTEE ACTIVITIES

SECTION 1. Approval by Town Council. ~~other use~~Use of funds budgeted by the Town's Town Council may be reviewed and discussed by the Committee. No formal action is required by the Committee regarding budgeting or the use of such funds. Within such categories, the ~~MEAC Coordinator~~Events Manager shall operate similarly to other Town department heads in relation to the Town Council and the Town Manager.

SECTION 2. Allocation of Event Funds. The Town ~~Board~~Council shall budget a portion of funds for the purpose of funding events. The proportional allocation of event funds within that budget (and any contingency fund specifically allocated by the Town Council to events) shall be within the purview of the Committee to allocate by majority vote of the seven (7) members of the Committee throughout the year. The annual allocated slate of events shall be presented to the Town ~~Board~~Council by the ~~MEAC Coordinator~~Events Manager within 30 days of the Committee's recommendations for final approval. Formal action may only be taken at a regularly scheduled meeting at which a quorum of five (5) voting members are present. Minor adjustments to already allocated events, such as rescheduling or minor adjustments in allocations (within 10% of approved funding, or cancellation of funding if a request is withdrawn by the applicant) may be made via email approval of Committee members at the request of the ~~MEAC Coordinator~~Events Manager. E-mail votes shall be reflected in the minutes of an upcoming regularly scheduled meeting. Unspent or funds from canceled events may be reallocated by the Committee per the processes outlined above. No new allocations for previously unbudgeted events may be made other than at a regularly scheduled meeting.

SECTION 3. Allocation of Arts and Culture Funds. The MEAC Committee may request funding from Town Council for arts and culture initiatives during the annual Town budget process. All allocation of funds from the Town of Eagle budget for arts and culture initiatives is at the discretion of Town Council. The Committee may also secure funding from grants or other partners for arts and culture initiatives. All recommendations for funding specific arts and culture projects must be approved by the Town Council.

ARTICLE ~~VIII~~IX RECIPIENTS OF ~~EVENT~~ FUNDING

SECTION 1. Applicants for event ~~or arts and culture~~ funding shall ~~make~~submit a formal application to the ~~MEAC Coordinator through the use of a form~~Events Manager, pursuant to the format and schedule established, and published on the Town's website, by the ~~MEAC Coordinator and Events Manager~~. All ~~applications requesting funding~~shall include an anticipated budget for the event, ~~installation, activity or initiative~~. Recipients of event funding shall be required to present a recap of the event to the Committee

within sixty (60) days following the day of the event. Event recap requirements shall be listed on the RFP form distributed to prospective applicants. Final payment of event funding is contingent upon review and approval of the event recap by the Committee.

~~SECTION 2. Retention of Records. Files for events that have received funding from MEAC shall be open and available to members of the public upon request in accordance with the Colorado Open Records Act, Article 72 of Title 24, C.R.S. and shall be retained by the Town of Eagle for at least five (5) years.~~ It is anticipated that the Committee will review a proposed slate of events for the upcoming year within sixty (60) days of the December meeting at which the Town Council approves the annual Town budget, including funding for MEAC.

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ARTICLE ~~IX~~ INDEMNIFICATION

The Town of Eagle shall indemnify any member of the MEAC Committee in regard to a claim of damages or liability as a result of such person performing his or her duties with MEAC when such person conducted himself or herself in good faith and such person reasonably believed that his or her conduct was in MEAC's best interests.

ARTICLE ~~XX~~ AMENDMENTS

The Town Council of the Town of Eagle may amend these Bylaws at any public meeting of the Town Council.

ARTICLE ~~XII~~ DISSOLUTION

Following notice to Committee members, and posting of the notice, the Town Council of the Town of Eagle may vote to dissolve the Committee at any regular meeting of the Town Council based on its sole discretion.

Commented [MD2]: Do we actually adhere to this? Should we strike it?

Any additional requirements we'd want to add like this for art?

Commented [MD3]: This section is likely specific to the events funds coming from the sales tax. If we need this language to apply to general fund dollars as well, I will edit appropriately. I'll ask Jill.

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ARTICLE X INDEMNIFICATION

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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