

EVC MEETING MINUTES 5/16/24

CALL TO ORDER AND ROLL CALL - 1:06 PM

In attendance: Mick Daly, David Gaboury, Kim Fritzler, Kim Goodrich, Matt Felser, Kevin Brubeck, Christina Hofman, Eric Eves, Nick Sunday, Melissa Daruna, Nikki Davis, Denise Cardoza (Community Development), Scott Schlosser (DDA)

ROLL CALL & APPROVAL OF MINUTES

Motion to approve minutes passed unanimously.

ADMIN

- a. Service terms up in June:
 - David's last meeting is June. EVC expressed our thanks for David's contribution.
 - Kim F., Kim G., Matt agreed to start new terms. Kevin TBD.
- b. Staff to begin advertising for a new member immediately.
 - Resolution to Council July 9 to approve new terms.
 - Planning to seat new member(s) at EVC July 18.
 - New Vice Chair to be elected.

EVC BUSINESS

- a. RRC update. The "Digital Dashboard" will go live on June 1.
 - Mobility data will be updated now. Workforce and Income data should be available soon. Update mobility data January, annually? TBD
 - Plan for communication and publicity will be handled by Jamie Wilson.
 - Staff to email Council ahead of any public release.
 - Determine how staff & EVC will report to Council.
- b. April's Econ Dev Summit - debrief from Melissa:
 - Takeaways:
 - Building on what we're good at – opportunity above challenge
 - Reframe "Open for Business" - reimagine the process
 - Small Business Saturday
 - Buy Local
 - Off-Season Deals
 - Preparing small businesses for community events
 - Smaller businesses that Eagle is known for don't always have the capacity and resources, need to leverage the economic groups
 - Lean into who/what we are as Eagle – true community, focused on community – what's our economic narrative?

- Navigate what each econ group can bring to the table; establish roles.
- Next Steps:
 - Dashboard – focus on out-commuting.
 - Econ Dev Summit #2 in July
 - What we heard from the Town's perspective
 - What opportunities the Town can commit to
 - What education we can provide on changes we can't make or make right now
 - Help to establish roles; where Econ groups can fill Town's gap
 - Marketing/Rebranding - "Eagle is _____" to help attract businesses to our community. Tap someone from the EVC (Matt Felser), DDA (Jake Roach), EagleARTS (Tara Novak), Eagle Chamber (Michelle Morgan)., to work with Jamie. Come back to EVC with a “single, unified voice”. Brainstorm at June EVC meeting.
- c. Econ Dev Plan Implementation/priorities for 2nd half of 2024. Only 5-7 meetings left.
 - Underway – Dashboard, East Eagle Finance Strategy, Commercial Linkage Study
 - Staff Recommendations:
 - Complete guide to help navigate the Town's process for new development and change of use permits. Could also be used as a marketing piece.
 - Incentives/Business Support Policy recommendation to Council. (Research 2012 resolution that allowed 7 Hermits to have discounted tap fees)
 - What's the ROI on the QoL incentives (for example, compared to East Eagle Sports Complex)? EVC can help with this education.
 - Unpack results of Quality of Life Survey.
 - Review at June meeting.

ADJOURN

Motion to adjourn passed unanimously at 2:42pm.

RECORDING

[Recording Link](#) (index below)

1	Call to Order	0:06:33
2	Discussion on Member Terms	0:07:39
3	Community Leadership Academy & Staff Attendance	0:13:19
4	Discussion on Community Development Director	0:18:18
5	Website Updates and Community Feedback	0:19:44
6	Update on Building Inspector and Outsourcing Inspections	0:20:52
7	2024 Quarter One Sales Tax Data and Business Performance	0:24:55
8	Recent Local Business Closures	0:27:11
9	Sales Tax and Lodging Rates	0:30:04
10	Economic Dashboard Update	0:32:01
11	April Economic Development Summit Debrief	0:51:01

12	Community Characteristics and Economic Development Strategies	0:55:07
13	Future Steps and Community Engagement	0:56:13
14	Retail Sales Trends and Support for Small Businesses	1:03:10
15	Rebranding in Service of Community Development	1:05:59
16	Reflecting on the Summit: Perspectives and Insights	1:14:11
17	Quality of Life Initiatives	1:16:54
18	Discussion on Traffic Management and Economic Vitality	1:27:49
19	Progress on DCI Challenge Project and Future Priorities	1:33:01
20	Discussing Business Support and Policy Reform in Local Business	1:37:15
21	Planning and Discussion of Ongoing Implementation Efforts	1:41:59