

EVC MEETING MINUTES 6/20/24

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 (Town Council liaison); Staff: Melissa Daruna, Nikki Davis, Peyton Heitzman, Denise Cardoza.

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes passed unanimously.

ADMIN

- a. New Committee member applicants introduced: Kelly Herzog, Dustin Flatt and Joel Wallen. Timothy Haley's application was withdrawn.
 - EVC unanimously voted Kelly and Joel onto the committee, thanking Dustin for his interest
 - Resolution to Council June 25 to approve new terms and members
 - Seat new members and appoint new Vice Chair at EVC meeting July 18th

STAFF UPDATES

- a. Welcome to our new Community Development Director, Peyton Heitzman!
- b. \$80k Rural Economic Development Initiative (REDI) Grant awarded to Town/DDA
- c. Quality of Life Survey responses:
 - Public education needed about ROI
 - Strong interest in multi-purpose rec facilities
 - Messaging was murky
 - Include follow-up plan in July Summit

EVC BUSINESS

- a. RRC update. The "Digital Dashboard" will go live on July 1.
 - Quarterly reporting (sales tax, building permits)
 - Significant lag time from state employment & wages data
 - Make dashboard available to biz community for ED Summit #2
 - For Council – monthly update ... quarterly/annual economic report
 - Business Hub for ToE website where the dashboard will live - later
 - Collaborate with EVC for business hub content generation
 - Marketing, restaurant activity, events
 - Rollout plan: to include DDA, Chamber, Eagle Ranch before public
 - New Dashboard Link: [Tableau](#)

- b. July 15th Econ Dev Summit #2 (11am – 1pm)
 - Highlight tasks already called out in Econ Dev Plan
 - Recruiting of ideal businesses is priority
 - Eagle Chamber involvement key
 - Next step actions for each organization
 - Working lunch (pizza request by Nick)
 - Kim updated on the DCI Challenge Community Update - 546 Grand Avenue. Potential to create a positive story
 - Messaging work – smaller, focused group. Priority: expedited/more hand-holding through the Town’s processes
- c. Econ Dev Plan Implementation/priorities for 2nd half of 2024 from Summit #2
 - July 18th EVC meeting will focus on our role supporting ED Plan implementation, and collaboration with Chamber, DDA/DBA and Eagle Ranch

ADJOURN

Motion to adjourn passed unanimously at 2:42pm.

RECORDING

[Recording Link](#) (index below)

1	Call to Order	0:06:54
2	Introductions of EVC Applicants	0:09:35
3	Community Development Department Update	0:21:27
4	REDI Grant and Other Grant Initiatives (Sustainability)	0:26:10
5	Downtown Project Investment Program	0:33:04
6	DCI Challenge Community Update - 546 Grand Avenue, Kim Fritzler	0:34:04
7	Digital Dashboard Update	0:42:07
	Discussion on Economic Development and Business Attraction	
8	Strategies	0:58:37
9	Quality of Life Survey Results	1:01:22
10	Community Engagement and Grand Avenue Corridor Funding	1:09:34
11	Planning and Execution of Economic Summit #2	1:19:47
12	Strategic Planning for Economic Development and Town Branding	1:20:54
13	Committee Discussion on Member Selection and Communication	1:38:51
14	Discussing Plan and Implementation of Economic Development Plan.	1:44:19