

EVC MEETING MINUTES 7/18/24

CALL TO ORDER AND ROLL CALL - 1:04 PM

In attendance. Members: Mick Daly, Eric Eves, Kim Fritzler, Joel Wallen, Kim Goodrich (online), Matt Felser (online), Nick Sunday (Town Council liaison); **Staff:** Melissa Daruna, Nikki Davis.

Plus: Bryan Woods (Town Council member), Scott Schlosser (DDA).

Absent: Christina Hofman, Kelly Herzog Community Development

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes passed unanimously.

ADMIN

- a. New and returning Committee members sworn in: Kim Fritzler, Kim Goodrich, Joel Wallen, Matt Felser. Kelly will be sworn in at or before the next meeting.
- b. Votes: Eric to Vice-Chair (replacing David: Mick/Kim F), Christina to Alternate (replacing Kevin: Mick/Joel), Joel to Secretary (replacing Christina: Kim/Mick)

STAFF, CHAMBER & DDA UPDATES

- a. None

EVC BUSINESS

a. RRC update.

- a. The “Digital Dashboard” roll-out is progressing. Internally first (staff and Council), followed by adding to ToE website, then via Chamber, DDA, etc, to the public with promotion by Jamie (Vail Daily?) Dashboard Link: [Tableau](#)
- We will revisit the Dashboard at each EVC meeting, with specific advice to staff and Council when appropriate
- Joel (analytics expert) agreed to be our point-person for the Dashboard

b. Economic Summit #2 Debrief and Takeaways (see attached notes)

- Attract people off of Hwy 6; how do we do that
 - Mainly Gypsum people, plus
 - Lot of wealth driving by from EGE
- Reduce activation energy required for new development
 - How-To Guide
 - Reduce capital costs
 - [Pink Zone](#) (instead of traditional red tape)
- Collaborative marketing to benefit the whole
- When resources are limited, where do you double down?
 - Maximize a specific vertical vs. accomplishing only 10% of many things

- What are the types of people we want to attract? Do we focus on local visitation?
 - Need to provide clearer direction to staff
- A critical mass of 10,000 people is the goal
- Consistency!
 - Consider a tiered approach on priorities
- Placemaking (this is a local's place, full of locals out & about = authenticity)
 - Enhancing quality of life is not in opposition to preserving what people like about living in a small-town environment

c. Economic Development Plan 2024 Focus for EVC (see below)

- Action #1 Rebrand Eagle as “Open for Business” – point person: **Matt** (+ Joel)
 - **Recommendation: facilitate marking & branding workshop**
- Action #2 Create a guide navigating the Town's process – point person: **Kim**
 - Get in the door: Development pamphlet (who do you talk to, what does that department do)
 - When you get in the door; simplify: Focused on small business
 - Result of the DCI Challenge Program project will be a longer-term deliverable
 - **Recommendation: facilitate the development guide workshop among departments, with EVC**
- Action #4 Research and authorize using special districts in East Eagle – point person: **Eric**
- Action #7: Reinforce partnership with Chamber + ...
- Action #10: Leveraging a ‘Non-Profit’; both are closely linked – point person: **Mick**
 - Chaffee County’s Economic Development Corporation President attending Chamber’s Business Advocacy Committee July 25. Mick will attend to listen. Possible: invite him to help EVC research the ‘non-profit’.
 - Staff to continue to facilitate conversations rel. to support, commitment, goals
 - Until the guide is in place, the ‘non-profit’ effort will be research only
- **Bring actionable recommendations back to Town Council (monthly, quarterly)**
 - Ex. Recommendation on incentives package
 - Ex. Crowdsourcing from the community to attract the businesses they want to see

ADJOURN

Motion to adjourn passed unanimously at 2:44pm.

RECORDING

[Recording Link](#) (index below)

Call to Order	0:03:58
Taking an Oath for Economic Vitality Committee Members	0:05:31
Downtown Development Authority and Eagle Chamber Updates	0:10:31
Discussion on Economic Dashboard Rollout and Management	0:19:57
Economic Summit #2 Recap and Future Initiatives	0:25:27
Committee Appointment and Procedures	0:26:42
Discussion on Committee Roles and Procedures in Economic Development Plan	0:31:38
Discussion on Economic Development and Community Engagement	0:36:18
Discussing Economic Development Strategies and Challenges	0:39:07
Discussing Business Development and Resource Allocation	0:45:13
Discussing Event Attraction and Community Growth Strategies	0:48:06
Discussing Balance of Local Culture and Business Growth	0:52:56
Discussion on Economic Development Plan Prioritization	1:05:51
Discussion on Budget Planning	1:07:39
Continued Discussion on Town Development and Business Attraction	1:11:09
Planning and Implementation of a Guide for Business Owners	1:19:38
Discussion on Future of East Eagle	1:27:37
Continued Discussion on Budget Allocation	1:33:51
Discussion on Business Attraction and Community Investment	1:40:41

Economic Development Plan, EVC & Staff 2024 Focused Initiatives updated July 2024

Theme: Branding & Marketing

Action 1: Rebrand the Town of Eagle as "**Open for Business**." **ONGOING.** *Long-term spanning the life of the project. Achieved in part by the completion of other actions.*

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. **ONGOING.**

- MEAC is preparing to evolve into Marketing, Events, Arts & Culture (part of "rebranding" Eagle). *Town Council work session with MEAC in September.*

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. *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". See Action #8.*

- Also identified as a priority by the Town Council.
- A framework of the guide will come from the DCI Challenge Program, available in Q2.
- How else can we tailor the guide? Where will 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?
- As case studies, invite local business owners to share their experience opening a business in Eagle (i.e. Slope & Hatch, Wild Sage/Capitol Public House, 2nd Street, ...).
- Discuss what changes in policy and practice need to occur. For example, how are we going to support businesses as the Town bolsters code 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. **COMPLETED (Phase 1)**. *Launched in July 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**. *See Action #10.*

- Eagle Chamber has launched their **Business 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. **ONGOING**.

- This initiative directly supports Action #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). *See Action #7. ONGOING. Two Summits held with all ED groups to build upon each other's missions and goals while minimizing duplication.*

- Eagle already has two business non-profits (Eagle Chamber Economic Vitality Foundation and the Downtown Business Alliance).
- Who will conduct research?