

EVC MEETING MINUTES 8/15/24

CALL TO ORDER AND ROLL CALL - 3:07 PM (at the Daly Residence)

In attendance. Members: Mick Daly, Eric Eves, Kim Fritzler, Kim Goodrich, Nick Sunday (Town Council liaison); **Staff:** Melissa Daruna, Nikki Davis, Larry Pardee. **DDA:** Scott Schlosser.

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes passed unanimously.

ADMIN

- a. Kelly Herzog was welcomed as a new member (sworn in before the meeting.)

STAFF, CHAMBER & DDA UPDATES

- a. No discussion

EVC BUSINESS

a. Digital Dashboard

- Now live and was publicized in the Eagle Today email. A link is now visible at the ToE website.
- Staff requested to have a specific page at the website where the dashboard lives, fully visible.
- Joel provided a fascinating analysis of Visitor Mobility Data (attached). This shows a declining time spent in Eagle by visitors and the need for strategies to encourage visitation and longer stays. Next meeting we will discuss this and plan next steps, including presenting to Council.

b. Economic Development Plan Implementation (2024 Focus for EVC)

- Action #1a Rebrand Eagle as “Open for Business” – point person: Matt (+ Joel)
 - Marketing: Town Council work session with MEAC and EVC on marketing planned for Oct. 3rd.
- Action #1b Tap Fees (and PIFs) – point person: Christina
 - Mick elevated this as a key action item for EVC, seen as a significant obstacle to economic growth and achieving: “Open for Business” reputation for Eagle.
 - Three key issues identified:
 - i. The Tap Fee system is too complex; needs to be simplified with better customer service from ToE, setting a positive tone for inexperienced tenants/business owners. Recommendation: simplify the system, meanwhile appoint a qualified staff “guide” to help applicants navigate the system.
 - ii. Tap Fee quotations are inconsistent (perceived as unfair), subject to negotiation, taking into account other factors. Recommendation:

simplify the system to achieve better consistency and predictability; “no surprises”.

- iii. Sticker Shock is the common reaction to high fees quoted. Example: \$15k-25k for a yoga studio in a location where there was previously a yoga studio! Recommendation: **simplify the system and give credit for previous fees already paid. Spread** tap fees out over time, rather than paying upfront. Say over 5 or 10 years.
 - **EVC and DDA will meet with Public Works Sept. 3rd to discuss and work on next steps needed to resolve these issues.**
- Action #2 Create a guide navigating the Town's planning/permitting process – point person: **Kim**
 - Comm Dev continue to work internally
 - **Peyton invited to the September meeting to discuss Comm Dev's progress.**
- Action #4 Research and authorize using special districts in East Eagle – point person: **Eric**
 - Eric reported on recent meeting with ToE – not entirely positive!
- 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 joined Chamber's Business Advocacy Committee – provided much food for thought.
 - Similar session planned with Summit County soon.
 - **Research into a ‘non-profit’ will continue based on the Chamber's progress with EVC collaboration as appropriate.**

ADJOURN

Motion to adjourn passed unanimously at 4:44pm.

RECORDING

[Recording Link](#) (index below)

	Time Stamp
1 Call to Order	0:07:10
2 Staff Updates and Reports	0:10:21
3 Digital Dashboard Update	0:18:19
4 Data Analytics and Planning	0:22:18
5 Business Fees	0:25:06
6 Communication and Process Issues in Development	0:30:06
7 Impact and Challenges of Tap Fees in Building Developments	0:35:42
8 Fee Management and Community Development	0:39:34
9 Water Rights and Conservation Strategies	0:46:20
10 Committee Discussion on Public Works and Fee Management	0:47:49
11 Business Development and Advocacy in Eagle Chamber	1:01:20
12 Brownfield Analysis	1:05:21

13	Importance of a Development Guide and Standardization Procedures	1:09:40
14	Digital Accessibility and Website Improvements	1:14:55
15	Development and Challenges in East Eagle	1:18:26
16	Economic Opportunities and Challenges in Commercial Development	1:21:20
17	Competition and Opportunities in Sports Complex Development	1:23:56
18	Town Management, Land Conservation and Development	1:29:09
19	Housing Development Approvals and Challenges	1:34:53
20	Property Management and Housing Development	1:38:17
21	Business Marketing and Outdoor Adventures	1:41:07
22	Mushroom Festival	1:45:26