

EVC MEETING MINUTES 9/19/24

CALL TO ORDER AND ROLL CALL - 1:20 PM (Roll Call delayed until quorum present.)

In attendance. Members: Mick Daly, Christina Hofman, Eric Eves, Matt Felser, Joel Wallen

Staff: Nikki Davis, Chamber: Michelle Morgan

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes passed unanimously.

ADMIN

- a. Move monthly meeting to 2nd Thursday at 1pm. Motion passed unanimously.

STAFF, CHAMBER & DDA UPDATES

a. From Town Manager Report:

- Meeting re: brownfield funding/remediation programs for properties along Grand Ave. Town is working hard to set aside as much money as possible so,
- Staff meeting with Placer.ai - an AI-powered location data and analytics platform monitoring consumer foot traffic.
- West Eagle Housing project was approved by P&Z; it will go before Council on 10/8.

b. Eagle Chamber Update:

- Biztoberfest was a big success. More volunteers needed for next year.

EVC BUSINESS

a. Digital Dashboard – live

- Joel's insights analysis made it into the Council packet. **More discussion needed.**

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

- Action #1 Rebrand Eagle as "Open for Business" – *Matt (+ Joel)*
 - MEAC repurposing with Council October 1. **Direction to staff/MEAC will provide clues.**
 - When can we facilitate a marking & branding workshop? **Asking again.**
 - **How can we effectively respond to public negatives, while sharing good news/wins (Facebook?)**
 - **What's the interest over time for people searching online for "Eagle, Colorado"?**
 - When they are searching, is when you hit them. April – August. Free visibility.
 - **What types of business do we want to attract here?**
 - PIF/Tap fees: follow-up to meeting with staff; proposed action plan (attached.) **Report back on progress.**

- Action #2 Create a guide navigating the Town's process – *Kim*
 - Mountain Market & Supply on Broadway - soft opening Friday 9/20. Kristin Brown's experience confirmed the need for a simple road map, and cheat sheet to guide a new applicant to the right people with the right process.
 - Community Development (not in attendance): **EVC requests progress report on a development guide; workshop?**
- Action #4 Special districts and progress in East Eagle – *Eric*
 - Infrastructure needs (water tank, etc.) will delay development.
 - Commercial linkage fees discussion important.
 - Water fees for new development – EQR calculation is flawed.
- Action #7: Reinforce partnership with Chamber + ...
- Action #10: Leveraging a 'Non-Profit' (to attract & recruit businesses) – *Mick*
 - Eagle Chamber's Business Advocacy Committee is researching Economic Development Corporations (Chaffee and Summit); more soon.
 - Recruiting new businesses to Eagle must align with, and be supported by, Action #1 – branding and marketing.

ADJOURN

Motion to adjourn passed unanimously at 2:45pm.

RECORDING

[Recording Link](#) (index below)

1	Call to Order	0:20:33
2	Planning and scheduling of regular monthly meetings	0:22:38
3	Placer.AI technology in community development	0:24:30
4	Brownfield assessment and economic impacts along Grand Avenue	0:31:27
5	Update on DDA's Project Investment Program and grant applications	0:37:08
6	Update on Affordable Housing Accelerator Project	0:45:34
7	Update on Eagle County Regional Housing Partners project	0:47:50
8	Update on West Eagle Housing	0:50:03
9	TIF Funding and HB1001 implications on property tax	0:51:34
10	Update from Eagle Chamber and business development, Biztoberfest	0:59:25
11	Discussion on sales tax revenue and Digital Dashboard analysis	1:06:55
12	Ongoing implementation efforts of Economic Development Plan	1:10:53
13	Discussion on October 1 Town Council work session and MEAC	1:18:22
14	Update on Tap Fees discussion	1:30:16
15	Discussion on budget process and outlook	1:43:12