

EVC MEETING MINUTES 11/14/24

CALL TO ORDER AND ROLL CALL - 1:02pm

In attendance. Members: Mick Daly, Christina Hofman, Kim Fritzler, Kim Goodrich, Kelly Herzog, Joel Wallen, Nick Sunday. Staff: Nikki Davis, Melissa Daruna, Peyton Heitzman, Sydney Dynek, Kyle Brotherton. Chamber: Michelle Morgan, DDA: Scott Schlosser

ROLL CALL & APPROVAL OF MINUTES

- a. Motion to approve minutes of September meeting passed unanimously.

ADMIN

- a. December EVC meeting will mostly focus on priorities/plans for 2025, plus discussion & decision on the future of the Chairperson.

STAFF, CHAMBER & DDA UPDATES

- a. Welcome Kyle Brotherton, new Senior Planner.
- b. Eagle Chamber Update:
 - Business Advocacy Committee met with Summit Co Econ Dev Corp. Goal; to improve ways to advocate for businesses. Focus on Accelerator Programs
- c. DDA Update:
 - \$50,000 in Project Investment Program grants awarded to 9 applicants
 - Round 2 of grant program to launch in early 2025
 - Will pursue an Executive Director in 2025

EVC BUSINESS

- a. Economic Development Plan: *Action #1 Rebrand Eagle as "Open for Business"*
 - PIF System Improvement; actions stalled
 - EVC to prepare a memo then staff will facilitate getting it on Council agenda.
Motion: Draft a memo to present at a future Council meeting, requesting Council to direct staff to work on Tap Fee/PIF System improvement plan. Motion passed unanimously
 - Mick, Nikki, and Christina to collaborate on the memo
- b. Economic Development Plan: *Action #2 Create a guide navigating the Town's process*
 - Dec 3rd TC + P&Z work session; include proposal for a new administrative manual
 - **Input on design of manual to meet EVC goal (simplify navigation through Town processes):**
 - As small as possible (20 pages?)
 - Flowcharts and checklists preferred, with little text
 - Active hyperlinks to sections of ReCode
 - Do not repeat content from ReCode

- Consider creating different versions based on scope of development, project
 - Easy to find on the website; glossary of definitions, FAQs, point of contact
 - What about peer communities (who have a similar approach.) What feedback are they getting from their community members? What would you do different?
 - Guide should enable applicant to determine quickly how easy or difficult it will be to get to "YES" or "NO" – time is money
 - Comm Dev will come back to EVC with a clearer timeline of completing this project.
 - EVC requested to collaborate on the final manual (can we call it a 'Guide'?)
 - EVC to collect feedback from the community to influence the final version (early 2025) – Kelly, Eric, Mick
- c. Dashboard & Ice Castles (80,000 expected; working to bring them into town to visit our businesses).
- Ask RRC: Can we track Ice Castles visitors, how many come into town (or start in town), and how long they stay?
 - What will this cost, from our 2025 budget?

ADJOURN

Motion to adjourn passed unanimously at 2:35pm.

RECORDING - [Recording Link](#) (index below)

	Time Stamp
1 Call to Order	0:02:40
2 Introduction, New Senior Planner, Kyle Brotherton	0:05:25
3 2025 Budget and Economic Development Work	0:02:34
4 Community Impact Award and Staff Updates	0:07:36
5 Chamber meeting w/ Summit County re: Accelerator Programs	0:09:46
6 Future role of the Chamber's Business Advocacy Committee	0:13:08
7 DDA Growth and Transition Plans for 2025	0:15:27
8 DDA Grant Program - Feedback and Future Plans for Local Businesses	0:19:10
9 Discussion on Marketing Strategies and Action Plans	0:22:17
10 Update on PIF Application and Website Improvements	0:25:02
11 Planning and Development of an Admin Manual for Town Processes	0:34:51
12 Ideas Website User Experience and Potential Improvements	0:43:47
13 Imp of Efficient Communication and Decision-Making in Project Dev	0:54:20
14 Challenges and Solutions in Housing Development	0:58:58
15 Discussion on Development Fees	1:09:01
16 Strategic Planning and Data-Driven Approach for Economic Growth	1:12:10
17 Business Awareness and Marketing Strategies for Ice Castles	1:17:09
18 Future of Investing in the Digital Dashboard for Data Analysis	1:28:41
19 Update on Infrastructure Grant and Grand Avenue Project	1:31:26
20 Discussion on EVC Chair Transition	1:33:07
21 Adjourn	1:34:52