

EVC MEETING MINUTES 12/12/24

CALL TO ORDER AND ROLL CALL - 1:10pm

In attendance. Members: Mick Daly, Eric Eves, Christina Hofman, Kim Fritzler, Joel Wallen, Matt Felser, Nick Sunday. Staff: Nikki Davis, Melissa Daruna, 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. Plan to change committee leadership in 2025; at the January meeting:
 - Appoint new Chair & Vice Chair
 - Eric (current Vice Chair) likely moving into Chair
 - Review member terms
- b. Plan to change meeting schedule/frequency + implications to EVC/Staff
 - Move to quarterly meetings in 2025 (January, April, July, October)
 - Move to a 2-hour meeting
 - Motion to move EVC to quarterly meetings in 2025 (January, April, July, October) with the option to call for a Special Meeting as needed

STAFF, CHAMBER & DDA UPDATES

- a. Com Dev Updates
 - Looking at an April Council work session to discuss sub-area plan updates; create a priority list
 - 3rd Amendment to ReCode which includes the admin manual
 - Will include input from other departments & agencies
- b. Staff Updates
 - January 7 work session – EPS presentation, invitation forthcoming
 - EVC, DDA, Chamber, Eagle Ranch
 - Ping EVC when the Dashboard gets updated
 - The Town's 2025 budget includes:
 - \$15k for Destination Marketing Campaign
 - There may be support from Eagle Ranch Exec Committee to collaborate
 - \$25k for Retail Recruitment Strategy
 - \$25k for Business Incentive Program
 - EVC will be involved in defining these programs

- c. Eagle Chamber updates
 - Further explore an incubator idea (meeting with SBDC, VVP to further vet resources)
 - Upcoming vacancies in 2025
 - Membership is up from 2024 (YTD 189 members)
- d. DDA updates
 - Get a testimonial from each of the grant recipients about how the funds have helped their business. Publicize widely.

EVC BUSINESS

a. 2025 Priorities

- EVC to serve as ambassadors in the community and shepherd businesses through the Town's process (specifically during the pre-app phase)
 - Per Economic Development Plan, EVC could be the "single point of contact" rather than Town Staff - be an active voice to keep businesses on track and direct them where to go/who to contact/help vet the applications so they are strong when they enter the process.
 - Need to flush out the logistics of how this will work ...
 - Comm Dev will equip EVC with new Administrative Manual
 - How do we "advertise" that EVC is a point of contact? Include this on the Chamber and DDA's website.
- EVC has the ability to call a special meeting
 - Ex. Developer wants to present to the EVC to gather feedback on their application (during the pre-app phase) and strengthen their application.
 - Ex. EVC to prepare a memo to help inform updates to the long-range planning documents/comp plans
- January – look at how best to invest \$10k for dashboard updates
 - Investigate "Ice Castles" effect in April
 - How is the dashboard being used? Need adjustments?
- January – Position on tap fees
- Consider attending OR trade show or something similar to attract retailers

ADJOURN

Motion to adjourn passed unanimously at 2:30pm.

[Recording Link](#) (index below)

	Time Stamp
1 Call to Order	0:01:10
2 Committee Leadership Change	0:02:26
3 Planning and Implementing a New Administrative Manual	0:05:10
4 Business Strategies	0:22:06
5 Pre-Application Process and Role of Council Members in Business	0:24:52
6 Roles and Responsibilities of the EVC	0:28:28
7 Change to Meeting Schedules and Implications of Changes for EVC and Staff	0:33:51
8 Community Development and Administrative Updates Discussion	0:43:55
9 Discussion on East Eagle Work Session and Commercial Linkage Nexus Study	0:47:46
10 2025 Budget and Economic Development Initiatives	0:52:04
11 Strategic Planning for Retail Recruitment and Business Incentives Program	1:02:36
12 Eagle Chamber Updates: Business Advocacy and Board Recruitment	1:09:57
13 DDA Updates: Community Engagement and Funding Allocation	1:12:28
14 Economic Development Plan Implementation and Committee Leadership	1:17:12
15 Reflecting on Achievements and Lessons	1:25:56
16 Comments on Core Transit	1:27:02
17 Plan for Social Gathering	1:30:06
18 Adjourn	1:30:18