



AGENDA

Marketing & Events Advisory Committee (MEAC)

MEETING MINUTES - UNAPPROVED

Wednesday, February 5, 2025 @ 9 AM

Castle Peak Conference Room

200 Broadway, Eagle, CO

This agenda and the meetings can be viewed at www.Townofeagle.org.

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CALL TO ORDER AND ROLL CALL

Members Present: Holli Snyder, Kim Fritzler, Danita Dempsey

Staff Present: Molly Furtado, Melissa Daruna

APPROVAL OF MINUTES – AI GENERATED

BUSINESS ITEMS

- MEAC Members
 - Two (2) vacancies
 - I have received one applicant.
For the committee, and that was Elizabeth, who does access unbound.
 - Secretary AI recording, I don't if we need one.
I don't know.
I would go back to your Charter or your bylaws and see if it calls out that you need to add 1.
But I hear you're saying as long as that's something that you do as you take those and you transfer them, that's what you get to 8 minutes.
Yeah, I mean you could.
I don't know that the bylaws speak to it.
You might still want somebody named to do that.
Part so you don't have to worry about it. You know, like you would just send them like Jenny sends Larry and I, the AI notes after the meeting.
 - Spreadsheet for the 2025 Community Grants and MEAC Sponsorships
 - I wanted to include the spreadsheet. You have all asked for this.
This is just so everyone has an idea of what MEAC funded and then what was funded for the Community request by town council.
- Event Updates
 - Flight Days
 - The band is finally confirmed after some contract back and forth, but I'm excited for that. I just need to start getting information about them. They're so fun.
 - Theme: Red, White, and Blue
 - I'm running with the theme red, white and blue. It hasn't been done in the past. I think it's a great idea because it's a week before 4th of July. And then I was thinking if people are doing floats for gypsum days.
 - The Tipi Raisers will not be returning
 - They decided to go to an event in South Dakota.
 - Access Unbound – Criterium Adaptive Bike Race in collaboration with Flight Days.
 - After talking with the appropriate departments, they decided that they were unable. They do not have the capacity to make it happen in downtown Town during flight days. Lizzie is aware. We suggested Haymeadow, which is a great idea. She was extremely gracious and understanding.
 - DRAFT Events Calendar
 - The town is hosting the April Chamber mixer on April 10. We are Co-hosting with the Eagle Ranch Grill, Eagle Ranch Golf Course grill. Molly has been helping

to coordinate across a bunch of different departments, so we're going to have, like, our Community Development Department sustainability, broadband for business, all there to sort of present some information. Eagle is working to, you know, support business.

- Discussion Items

- Ice Castles

- An interesting data point to look at as well is did they see compared to January last year? Did restaurant see any sort of uptick? Well, we can with our digital dashboard with EBC. It'll show our tax revenue. I think April.

- Summer-Long Second Street Closure

- Summer long 2nd St. closure has been put on pause until summer 2026. You all saw the e-mail from Brooke, so that obviously caused a lot of great questions. I spoke with Mr. Mayor, Larry, Melissa, and I think we all just feel that we want it done well. I had a call with Angela from the farmers market. Yeah, Monday, Monday, and she said, to be honest, she she wasn't feeling good about getting vendors. She had one farmer. Steamboat opened up 20 new slots, and so that's the basically the competition. If there's any confirmation about the pause, it should come to me because I was the one that was like we are putting the square peg in a round hole. We don't have resources allocated to make it look great, and so I was worried that if we do it and it doesn't, it's not well done, it's going to feel like a flop and it's just going to frustrate everybody even more. I think it's a good decision.
 - The other piece, and I know Molly, has been coordinating with Nikki and is planning to go to the DE AI think it's really important that we have a concerted effort with the DDA in this and that they help assist with bringing the businesses in, the EVC. Bring them to the conversation of how to activate the space and ideally work towards contributing some funding to make it look great. You know, Molly's got Beautiful vision and creative ideas. But it's gonna take resources that we just don't have allocated in the town's budget. So I think if we start having those conversations and continue the planning now, we will be better suited for something that the Community will really be excited about. Next year, that increment is that from tax revenue. With new construction tax increment, right? Yeah, and there's a few projects that are in the queue that potentially you know by the next year could really be underway and and impact that. But even if not, if we start the conversation not only through division, we're like we need 10 grand from you. Start thinking about how they're gonna approach that from their budget. I think they can work towards it. I don't know if that will help organize that group with looking specifically at events in a location or the whole Broadway section, you know, periodically. But let's get synergy going and learn place first. Maybe that would be good direction. From someone that's done it with other towns before 'cause, I know they're looking at going to DCI again, downtown Colorado Inc.

Nick is trying to organize that and they can do a search for someone to help them at that organization. There's also other grant opportunities that we can look at in partnership with DDA or town or you know, depending on what it is, who can you know, go not only found some already the perfect applicant is Eagle Arts. So you know for the creative industries 1, sure, yeah.

Of grants are always coming up.

Also, T-Mobile has a grant that you might want to take a look at.

It's open. Every it opens four times a year.

There's another one that's MUSSAR.

I've I've peeked at it briefly.

Think municipalities are available.

I just can't quite remember for sure.

I'll try and find it and text it to you.

Yeah, I'm trying to text it to you.

When is DDA Molly?

You know February 18.

- TOE Updates

- Jenny's leaving. April 1, we've hired Camille Deering to take her place. And then the other, I guess kind of big news is our Finance director. She is Stepping down from that role, I think she'll still be here in other finance capacity. And communications person to that great question. We have not done anything with that question. OK yeah, so. You know, obviously, Melissa and I have talked about it a little bit. I still do all marketing for my events, so that's not going to be anything different. And the communication piece, I think if anything significant comes up, we'll use the contractor. That said, we have some really great help that Molly has utilized specifically for like graphic and content creation that we didn't, you know, with ice castles. So that's helpful to have some added capacity when we need it for marketing materials. And then we have a woman who is a former Pio for school district and does a lot of work in government. She's on contract. She's based on a marble, so she's available to help us if we need, like, press releases and things like that, we're gonna kind of regroup on the position. I had a really good candid conversation with Jamie. I think the position as it stands as comms and marketing. It's the second time we've hired someone who's like, this is not a one person job. So I wanna be really strategic in what we're looking for, we have leaned into folks with more of the marketing background and I think the volume of work that is. Less shiny that involves government communications.

- March Agenda

- those of you that live in Eagle Ranch, we are redoing updating, refreshing the wood playground at Brush Creek.
I'm gonna help Larry coordinate the, like, community engagement outreach that the company is coming and they're doing it like community build style, I think. Similar to how it was installed, which was put on my tank but.
We'll be pushing that out. I mean, the whole community is welcome, but I anticipate the majority of volunteers will come from the Orange was the time capsule ever dug up? I don't know, probably not.
I think we wanted to do that for the 20th year and now we're in the 25th year.

Molly Furtado

From: noreply@civicplus.com
Sent: Tuesday, February 11, 2025 6:10 PM
To: Clerk Group; Molly Furtado
Subject: Online Form Submittal: Commission & Committee Application Form

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Commission & Committee Application Form

Select the Council, Marketing & Events Advisory Committee
Commission, or
Committee applying for

PERSONAL INFORMATION

First Name	DEBBIE
Last Name	MURPHY
Address1	90 Palmer Loop
Address2	Box 6364
City	Eagle
State	CO
Zip	81631
Email Address	debsta97@aol.com
Contact Phone Number	603-289-1637
Business Address	<i>Field not completed.</i>
Business Phone Number	<i>Field not completed.</i>
Occupation	Retired

(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: Monthly meetings are typically held on the third Thursday at 1:00pm.

Marketing & Events Advisory Committee: Monthly meetings are typically held on the first Wednesday at 9:00 a.m.

Open Space and Recreation Advisory Committee: Monthly meetings are typically held on the first Tuesday at 9:00am.

Downtown Development Authority: Monthly meetings are typically held on the third Tuesday at 1:00pm.

Grand Avenue Stakeholder Committee: Meeting dates to be announced.

Town Council, Commission or Committee meetings are held in-person at Eagle Town Hall, 200 Broadway, with a secondary virtual option.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?

Yes

If yes, which

Belfast Bay Watershed Coalition, Belfast Maine. 3 yrs secretary. Our Town Belfast Promotions 4 yrs.

Please list organization memberships and positions held

Belfast Annual Street Party (organizer, 900+ attendees). Keeping Belfast Maine Beautiful (organizer, 800+ people). CERT (Community Emergency Response Team - Laconia, NH, 3 yrs). Red Cross Shelters (Eagle, CO, 1 yr). Butts Be Gone (Belfast, ME - 1yr efforts to stop cig butt pollution). Andover High School 50th Reunion (Mass. 1 yr)

Please List Areas of Special Interest

Bowling, Skiing, Nordic and Alpine. Biking. Sewing.

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?

Parades, community events. Bringing Ice Castles here is a step in the right direction.

What challenges currently exist in the Town of Eagle?

Lack of shopping businesses.

As a Committee Member, how would you approach these challenges?

Open to ideas and willing to help follow through. (Note: I work at Beaver Creek Wednesdays during ski season.)

Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?

Yes

Please attach a cover letter or experience information

[Debbie Murphy volunteer resume.docx](#)

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VOLUNTEER RESUME OF DEBBIE MURPHY

2024 – Current **AMERICAN RED CROSS SHELTERS.** Eagle, CO and beyond regions

2024 – Current **WILDLIFE ELK/DEER COMMITTEE.** Posted signs, support the new leash laws.

2018 – 2023 **KEEPING BELFAST BAY BEAUTIFUL (KBMB)** – Organizer for 800+ Belfast, Maine, to meet for 4 days to clean up all 59 miles of Belfast. Included all schools as well as residents.

2018 – 2022 **BELFAST BAY WATERSHED COALITION (BBWC)** – Secretary for 3 yrs. Taking stewardship of the lands and the bay of the Maine coast.

2020 – 2022 **BUTTS BE GONE.** Leader of committee that placed 20 cigarette collection boxes downtown in the city. Continued to maintain and empty.

2018 – 2023, 2025 **BELFAST ANNUAL STREET PARTY** – Organizer (1 of 3), even from CO. 800+ Belfast residents come to enjoy the Summer Street Party. Includes 2 bands, DJ, climbing wall, bronco, 2 bounce houses, inflatable obstacle course, bungee, 5 food vendor trucks, fire truck & police assistance.

2018-2023 **OUR TOWN BELFAST** – Committee. Helped organize all city and promotional events including a lobster buoy painting contest (we maintained the fencing where they were hung), twinkle lights on the pedestrian bridge (17 columns, hung and maintained). Rock painting, Chalk walk, Mrs. Santa, town Christmas tree (lights to taking it down), tree planting around town.

2008-2012 **COMMUNITY EMERGENCY RESPONSE TEAM (CERT).** On call and trained as 2nd responders to help out in NH emergencies... floods, fires, tornado, dog sled races, rowing competitions.

Feb 2025

Elizabeth Latenser

Eagle, CO 81631

Telephone: (913) 669.5975
ELatenser@gmail.com

COVER LETTER

February 3, 2025

To Whom It May Concern -

I am writing to express my strong interest in joining the Town of Eagle's Marketing and Events Advisory Committee.

I am interested in joining this committee for a number of reasons. First and foremost, I am passionate about being an active part of a strong community. I appreciate how close-knit the Town of Eagle is, and I want to help continue making it a place where neighbors and friends regularly have chances to make memories together. I love storytelling in all forms, especially when the focus is on community-oriented events, issues, and ideas. I thrive on finding creative ways to engage audiences, promote meaningful experiences, and celebrate the unique spirit of Eagle. By joining this committee, I hope to contribute my expertise to enhance local events, strengthen community connections, and ensure that Eagle remains a vibrant and welcoming place for all.

I currently serve as Executive Director of Access Unbound, a local adaptive sports nonprofit. I carry out the mission to broaden access to the outdoors for people with disabilities through fundraising, donor cultivation, fostering key community partnerships, and more. This experience not only honed my leadership skills but also deepened my understanding of the unique needs and opportunities in our community.

For more than 6 years, I consulted as a communication strategist for several outdoor and lifestyle agencies which provided me with hands-on experience across a variety of digital marketing platforms, including social media, email marketing, and website content management systems. I developed and executed campaigns to target media, consumers, government agencies and influencers.

I have high level experience as a communications strategist for the [Sundance Institute](#) which hosts the annual Sundance Film Festival. Together with a strong team I help carry out the Institute's mission of drawing new audiences to independent film through traditional and new media strategies. This includes writing press releases, sharing original content, developing social media campaigns and keeping our spokespeople involved in current conversations in the media. During the annual Sundance Film Festival I managed the planning and logistics to host more than 1000 members of the media, planning multiple press events, scheduling more than 200 film premiere press lines and juggling the schedules of our key spokespeople.

Before moving to Utah, I worked for more than three years as a public relations specialist in the environmental nonprofit world at Shedd Aquarium in Chicago, IL. I helped research, plan and execute environmental awareness campaigns to protect the Great Lakes. In addition to logic model development and audience research, my role included public outreach through traditional media, social media, website updates and community relations.

During my three years at Shedd I helped create and execute two major environmental awareness campaigns: "Listen to Your Lakes" and "Keep the Lakes Great." I regularly conducted interviews,

attended community events and spoke to school groups about how to protect the Great Lakes. I also helped execute press conferences for high level politicians and nonprofit leaders at a moment's notice.

I look forward to learning more about the position and what you are looking for in a teammate.

Sincerely,
Elizabeth Latenser

Molly Furtado

From: noreply@civicplus.com
Sent: Monday, February 3, 2025 4:48 PM
To: Clerk Group; Molly Furtado
Subject: Online Form Submittal: Commission & Committee Application Form

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Commission & Committee Application Form

Select the Council, Marketing & Events Advisory Committee
Commission, or
Committee applying for

PERSONAL INFORMATION

First Name	Elizabeth
Last Name	Latenser
Address1	254 Robins Egg Ln
Address2	<i>Field not completed.</i>
City	Eagle
State	Colorado
Zip	81631
Email Address	elatenser@gmail.com
Contact Phone Number	9136695975
Business Address	<i>Field not completed.</i>
Business Phone Number	<i>Field not completed.</i>
Occupation	Nonprofit exec and media relations consultant

(Section Break)

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(Section Break)

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If yes, which *Field not completed.*

Please list organization memberships and positions held *Field not completed.*

Please List Areas of Special Interest *Field not completed.*

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have? -Eagle has a chance to be more nimble and flexible with events programmed for the local community. We do not solely have to focus on a visitor base and what would attract people to the area.

-Eagle already has an incredibly strong brand focused on the outdoors and the stunning slice of the valley. Eagle has an opportunity to also bring in art, music, dance, movies, and other cultural offerings to provide well rounded experiences

locally.

-The Town of Eagle has a longer warm weather season than some cities in Eagle County which means more outdoor events can take place during reliably warm weather. Eagle has an opportunity for more things like the Show Downtown like food truck rallies, bike events and silent discos.

-Eagle has a fun track record of parades and marquee events like Flight Days, Christmas on Broadway and 12th Night Christmas Tree Burning. Eagle has an opportunity to continue to iterate on those events.

What challenges currently exist in the Town of Eagle?

-There are space limitations and very few venues that can host larger events.

-Eagle is extremely conscious of the environmental impact of events on our natural spaces. So while this is a good thing to be aware of natural habitats and trail use, it can also limit what you do with outdoor events.

-Eagle has a strong outdoor brand and people may not see it as a hub for art, music or other cultural offerings. From a marketing perspective Eagle may be a bit shoehorned into a sports community.

As a Committee Member, how would you approach these challenges?

As a committee member I would seek opportunities that showcase the well rounded community we are while continuing to keep our core focus in mind. I would also look for ways to market Eagle to local residents and visitors that share a different side of Eagle.

Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business?

Yes

Please attach a cover letter or experience information

[Town Of Eagle Cover Letter ElizabethLatenser \(2\).docx](#)

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February 12, 2025

Patrick Sherwood
158 Eagle Spur
Eagle, CO 81631
415.686.8908

To: Members of the Eagle, Colorado Marketing and Events Advisory Committee
From: Patrick Sherwood, Applicant for Committee Membership

Members of MEAC,

Hello to you all. Thank you for considering me as a prospective member of MEAC. It would be an honor to join you in what I consider the important work for which you are responsible.

I am writing this note as a supplement to my formal resume, which is also included in this submission. Specifically, I will elaborate upon the community service work that I have done. I will also endeavor to address the questions posed in the application.

Background

My family and I are relatively new residents of Eagle, having come in 2022. We now share our time between Eagle and Tiburon, California, where we have lived for nearly 20 years. We happily find ourselves spending more and more time in Eagle. I am no stranger to Colorado. I completed my BA with the help of Metropolitan State as I did my student teaching at Gateway High School in Aurora. I taught English, Social Studies and coached. I also taught and coached in Kersey, CO, a small town east of Greeley. After returning to Gateway for one year, I attended the University of Northern Colorado where I earned my Master's degree and was a graduate teaching assistant. I consider my teaching background a foundational element of my subsequent career development...and who I became as a human being.

Our children attended summer camp in Estes Park. Our daughter went to Colorado College in Colorado Springs and now lives with her husband in Erie. Our son went to CU in Boulder. We have family who spend a good deal of time in their Eagle Ranch home.

Community Service

I have been an active community volunteer since retiring from the marketing and advertising world. Most relevant to your deliberations is the work that I have done in Tiburon, California for the Tiburon Open Space Committee, destination:Tiburon, and Tiburon Parks & Recreation.

The *Tiburon Open Space* work was highly successful. Years of effort resulted in the acquisition of a large parcel of land above Tiburon that will now be open space forever. In

addition to my advisory work for the Chairperson, I was responsible for communication strategy, and fund solicitation and general awareness messaging. Each contributed importantly to the project's ultimate success.

destination:Tiburon is an organization whose objective is to position The Town of Tiburon as a world class destination. We employ messaging across a variety of platforms to encourage guests to visit town, merchants, restaurants, and to "put heads in beds." The organization receives both hotel occupancy revenue as well as an annual allocation from the Town. There is a representative Board and an Executive Director. I am the only "unaffiliated" town resident on the Board. I work with the Executive Director to determine strategic and creative direction across platforms. I am a charter member of this team, and the only member who also served on its predecessor organization, the Downtown Tiburon Revitalization Committee. Along with my colleagues, I was awarded the key to the Town for this body of work.

Work for *Tiburon Parks & Recreation* began with a seemingly benign event: the department was to move to a new, nearby location as town hall no longer had the space to accommodate its needs. A new building, Dairy Knoll, had been built. It was to be a simple move from one facility to another. Having learned of this development from my vantage point at *destination:Tiburon*, I proposed that the department (indeed, the Town) use this event as an opportunity to pivot from being "just" another Town department, to becoming an active, creative, customer-focused organization. We shifted strategy, thinking, operations and product offerings from being traditional to being far more entrepreneurial. A new name (*The Ranch*) and branding campaign were created. A reexamination and updating of products/programs, customer service protocols, employee training, and outbound messaging strategies and execution resulted. Today *The Ranch* is a Town of Tiburon success story.

This volunteer work obviously informs my answers to the questions posed in the MEAC application. I will endeavor to keep my responses limited recognizing that I have much to learn about Eagle marketing considerations, issues and opportunities. Having said that, you asked:

What opportunities does the Town of Eagle have?

The opportunities that exist for Eagle are many and exciting. There is growth in town, the Valley and the broader region. There is accelerated economic activity, and the possibility for sustainably welcoming new guests to town. They must be presented with consistently compelling, relevant experiences and offerings. Eagle is accessible, pleasant, beautiful...even wonderful. Whether one lives down the street or comes from elsewhere to visit, Eagle means activity, fun, nature, and is a positive experience generator. To reach two of the Valley's major traffic generators, the airport and Costco, most people must pass through Eagle. Those are not just places adjacent to Town, they are media gifts to be exploited: they represent major awareness and traffic generating opportunities. The focus

upon art spaces under discussion is unique, desirable and a potential visit-driver. Additionally, judging from my family's positive experiences on Thursdays in Town Park, and from the more ambitious Showdown event in 2023, among others, the Eagle legacy of hosting and appreciating great music experiences projects a joyful, youthful attitude that uniquely benefits residents and guests alike. These are assets that Eagle should further explore, leverage, and potentially own.

What challenges currently exist in the Town of Eagle?

Eagle faces a lot of them. There are the macro issues of economy, inflation, the cost of gas, people's purchasing power. And there are competitors for visitor (and resident) dollars. Eagle is less well known, understood and commercially developed than many of them. There may well be disagreement here, but I see no, clearly defined, united and universally understood Eagle brand positioning/proposition. What is brand Eagle? While it appears to be slightly improving, the retail mix is not ideal. There are simply too many empty storefronts in the retail centers. They are both a visual energy drain and likely drive negative perceptions of Eagle's vitality. (At the very least, well-conceived dressing should be considered for the most visible.) This is obviously a very complex issue. Eagle also has multiple commercial areas. Finding a town positioning, and a messaging and event strategy that respects, even highlights the uniqueness among them, finding relevant, leverageable points of difference is a challenge. While there are innumerable, wonderful things to do, Eagle currently has no single "anchor" destination, retailer or hotel/resort to leverage for traffic or in its communication. Finally, in a Town that has such rich history and devoted residents, it is not unusual to find resistance to growth; indeed, to change. The investment of tax dollars for events and promotion is itself a challenge in many communities. The perception may exist that the "burdens" that that economic activity can bring (e.g., higher prices, more traffic) may not be as beneficial as imagined. If that perception exists in any meaningful way, it must be understood and meaningfully addressed.

As a Committee member, how would you approach these challenges?

Knowing that I don't yet know what I don't know, I'd listen. I'd find people from the many constituencies in Eagle, the Committee, the Town Council, and talk to them. I'd also attempt to find out how MEAC collaborates with the Chamber, the Economic Vitality Committee, the Downtown Vitality Committee and the Stakeholder Committees. Should that evolve? A review of the Town website clearly shows that there are a lot of influences. I have found that this is a challenge in Tiburon, and is, no doubt, in many municipalities. Many well-intentioned wheels will simply spin if each has not agreed upon both the direction and the destination. Mission statements may (or may not) be aligned, but there is often an interpretive license, exhaustion, staff shortages or "the way things have been done," that can deplete efficiency, effectiveness and the successful reaching of goals. All said, I have found that the best path to success is to talk it out, to define and agree upon the problem(s) to be solved and then develop a clear picture of what success looks like.

And to be sure, to collaborate with and support those individuals working hard to succeed all along the way.

Many thanks to you all. I hope that we'll have the chance to meet.

Patrick Sherwood

PATRICK SHERWOOD

158 Eagle Spur Eagle, CO 81631 415-686-8908 pjsherwood@comcast.net

MANAGEMENT & ADMINISTRATIVE EXPERIENCE:

Founder, CEO

Step One Communications, Tiburon, CA

May 2010 – June 2014

- Founded independent agency focused on internal client branding
- Assisted in strategy and creative development in clients' successful brand expansion campaigns
- Emboldened clients' perceptions of their brands, assisting them in expanding their markets and achieving growth beyond their established goals
- Presented to senior staff/prospects to establish trusted, productive partnerships on revenue and creative matters

President, CEO Chemistri

Leo Burnett Global Management Committee, Troy, MI

March 2004 – June 2006

- Conceived, established, and led new, multi-disciplinary company composed of 9 different Publicis Groupe organizations serving primary global client, General Motors
- Navigated through complex administrative, financial, and procedural issues with CEOs of each partner entity
- Collaborated with team leaders to establish inter-agency network, processes for agnostic budget/media allocation, and cross disciplinary reviews, presentations, & recommendations
- Chaired centralized management team focused upon problem solving and inter-agency communication
- Supervised discourse and priority-setting across multiple company, brand, and communications priorities
- Initiative cited by GM, industry media, individual brands, and partner organizations as being an encouraging, new model for global client and brand stewardship

President, CEO, Global Board of Directors

D'Arcy North America, Troy, MI

March 2000 – March 2004

- Managed creative product quality, business development and profitability for six D'Arcy offices
- Created North American Regional Creative Council, consisting of creative and account planning directors; established objectives to inspire product improvement across disciplines, coaching to improve overall creative product, and to set specific, region-wide objectives for creative/strategic development
- Amended job review criteria for account management to focus on creative innovation
- Achieved unprecedented business growth across region. (GM, Dow, Ryder, Molson, among others)
- Drove unprecedented creative quality improvements, and new talent recruitment successes as determined by client grading system, industry accolades, anecdotal examples from prospective employees

President, Managing Director, Global Board of Directors

D'Arcy North America, Troy, MI

April 1997 – March 2000

- Served as innovative agent of change in traditionally managed organization of 700+ people
- Shifted agency strategic priorities, moving from process to product driven entity, shifting team priority from "management" to "creative" product focus
- Introduced account planning into traditional research department to include broader base of constituencies
- Expanded Agency Management Committee to include international perspective, creative focus, and greater functional breadth
- Led reorganization of agency after audit to create greater alignment within team around shared creative objectives
- Proposed new middle management people policy, elevating importance of women and people of color, bringing new voices to high-profile leadership roles
- Adopted ongoing, targeted public relations program, specifically tied to creative improvement, by establishing agency presence at major creative and account planning events, and elevating agency profile with senior recruiters
- Initiated brand planning process utilizing non-traditional media, digital, events, and direct marketing
- As member of Board, became outspoken advocate for institutionalized shared learning; integrated, cross disciplinary resource expansion in creative and planning departments; and enhanced, modernized strategic and creative talent recruitment
- Agency twice awarded Global Jabes' award for agency management and creative excellence (1998, 1999)

Executive Vice President

Goldberg, Moser, O'Neill, San Francisco, CA

August 1991 – April 1997

- Restructured, then led business development efforts resulting in record business wins and revenue growth
- Marketed agency to, and then was awarded Kia Motors-America, becoming Group Account Director
- Represented agency in dealer solicitation presentations and marketing activities to raise brand awareness, campaign visibility & success sharing
- Initiated communication with and became senior agency representative to wide variety of prospective businesses, resulting in assignment of EA Sports, Coca-Cola, Rollerblade, Beringer & Sutter Home Wines, Aerial Communication, Black Angus Restaurants, & Symantec Corporation

Senior Vice President

Hal Riney & Partners, San Francisco, CA

July 1989 – August 1991

- Built and led agency team that launched Saturn Corporation in the United States
- Proposed integrated, multi-disciplinary marketing plan, including innovative research, brand positioning, communication, media strategy, launch activities, full length film and award-winning creative campaign
- Managed principal of launching the brand “from the inside out”
- Represented agency and client in launch of public relations efforts
- Oversaw decisions on strategy and outreach to portfolio clients across multiple industries
- Led team in what was widely considered the most successful brand/product launches in U.S. automotive history

Senior Vice President

Foote, Cone & Belding, San Francisco, CA

January 1986 – June 1989

- Led team with responsibility for Levi Strauss & Company agency relationship
- Prior to full engagement, enrolled in North Carolina State University “Basics of Textiles” classes to enhance category knowledge to best serve the client
- Conceived, recommended, and executed an inter-divisional brand management system to lead and assist Levi’s in developing each division’s unique product offerings, ensuring relevance to various target audiences, distribution channels, and communication efforts
- Led Nintendo of America’s target expansion strategy for mobile, hand-held Gameboy platform

Senior Vice President/Director, Director, Account Management

Chiat/Day, Los Angeles & San Francisco, CA

October 1982 – December 1985

- Built team as lead of newly acquired Pizza Hut, U.S. business; supervised team that created new, image elevation “Pizza Hut People” campaign
- Won American Marketing Association’s “Grand Effie,” for excellent strategic and creative accomplishments resulting in demonstrable marketplace success
- Led team that won California Cooler business (LA) and Businessland Computer Stores (SF)
- Mentored account management, leading a formalized, internal education and communication program to enhance creative presentation skill development, and enhancing talent recruitment efforts

SERVICE:*Board Member, Secretary, Destination Tiburon, Tiburon, CA*

September 2012 - Present

Consultant to President, Tiburon Open Space Committee, Tiburon, CA

May 2013 – Present

Team Leader, Tiburon Parks & Recreation Repositioning

July 2018 – January 2019

Foundation Member, Redwood High School, Larkspur, CA

November 2013 – June 2015

Board of Trustees, York School, Monterey, CA

October 2007 – June 2009

EDUCATION:**University of Northern Colorado, Greeley, CO**

May 1977

Master of Arts in Communication Sciences

Graduate Teaching Assistant

Western Illinois University, Macomb, IL

May 1973

Bachelor of Arts in Communication Sciences

CAITLIN PAULS

914-355-6938

caitlinpauls@habitatvailvalley.org

290 Greenhorn Ave, Eagle, CO

EXPERIENCE

Habitat for Humanity Vail Valley

2021-Present

Development Manager

- Lead event and fundraising strategy to meet growth and annual giving goals, including sponsorships, Colorado Gives Day, and donor appeals.
- Plan and execute fundraising campaigns, donor cultivation, and community events, managing logistics, vendor relations, and engagement activities.
- Manage corporate sponsorships and business partnerships, local grants, and individual donor portfolios to support annual fundraising goals.

Elevation Partners

2017-2018

Marketing & Events Director

- Developed and executed marketing strategies for a three-outlet restaurant group, boosting brand presence on social media and platforms.
- Managed advertising, PR, website content, and photo/video shoots to enhance brand visibility.

RMC Destination Management

2016-2017, 2018-2020

Sales & Operations Manager

- Built relationships with corporate accounts and meeting planners to create custom events in the Vail Valley.
- Designed and coordinated incentive trips, conferences, and events, managing all logistics, from transportation to entertainment.
- Supported luxury hotel partnerships and local vendors, driving destination business and managing budgets up to \$2MM.

BOL, Solaris

2013-2016

Group Sales Manager

- Planning and production of weddings, corporate, non-profits and holiday events
- Marketing, negotiations contracts, selling space and social media content creation
- Key events with Vail Veterans, U.S. Olympics, Burton U.S. Open, FIS 2015 Championship, Vail Valley Foundation, Pink Vail, Bravo!, Vail Dance Festival

VOLUNTEER WORK

Court Appointed Special Advocate
CASA of the Continental Divide
Vail Health

SKILLS

Social Media Management
Hospitality Leadership
Salesforce
Wordpress & Constant Contact
Microsoft Office & G-Suite

Molly Furtado

From: noreply@civicplus.com
Sent: Friday, February 28, 2025 9:22 PM
To: Clerk Group; Molly Furtado
Subject: Online Form Submittal: Commission & Committee Application Form

CAUTION: This email is from an external source. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Commission & Committee Application Form

Select the Council, Marketing & Events Advisory Committee
Commission, or
Committee applying for

PERSONAL INFORMATION

First Name	Caitlin
Last Name	Pauls
Address1	290 Greenhorn Ave
Address2	<i>Field not completed.</i>
City	Eagle
State	CO
Zip	81631
Email Address	caitlinpauls@habitatvailvalley.org
Contact Phone Number	914-355-6938
Business Address	455 Nottingham Ranch Rd, Avon
Business Phone Number	970-748-6718
Occupation	Development & Events Manager

(Section Break)

COMMITTEE INFORMATION:

Economic Vitality Committee: Monthly meetings are typically held on the third Thursday at 1:00pm.

Marketing & Events Advisory Committee: Monthly meetings are typically held on the first Wednesday at 9:00 a.m.

Open Space and Recreation Advisory Committee: Monthly meetings are typically held on the first Tuesday at 9:00am.

Downtown Development Authority: Monthly meetings are typically held on the third Tuesday at 1:00pm.

Grand Avenue Stakeholder Committee: Meeting dates to be announced.

Town Council, Commission or Committee meetings are held in-person at Eagle Town Hall, 200 Broadway, with a secondary virtual option.

(Section Break)

ORGANIZATION MEMBERSHIP INFORMATION

Are you or have you served on other Boards, Commissions, or Committees?

Yes

If yes, which

Vail Chamber & Business Association

Please list organization memberships and positions held

VCBA - member

Please List Areas of Special Interest

Special Events & Community Engagement, Marketing, Networking and strategic Partnerships.

(Section Break)

ADDITIONAL QUESTIONS

What opportunities does the Town of Eagle have?

Expanding use of our beautiful outdoor open spaces like the river park and the park behind the visitor center in the summer and the golf course trails in the winter. Engaging with the younger demographic that has grown here in the past few years and family friendly events. More live music, art, yoga, food and beverage events, wellness and outdoor retreats and festivals.

What challenges currently exist in the Town of Eagle? Aligning businesses on economic development and tourism. Traffic and Infrastructure.

As a Committee Member, how would you approach these challenges? Collaborating with businesses and community members on growth opportunities and strategic planning for I

Are you a resident of Eagle or do you own real property, own a business or work for an Eagle owned business? Yes

Please attach a cover letter or experience information *Field not completed.*

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