

- **Call to Order:** 1:03PM
- **Roll Call:** Greg conducted roll call confirming the attendance of himself, Lachie, Jake, Scott and Bryan.
- **Approval of Minutes:** Greg and the board discussed the approval of the minutes from the previous meeting, noting that the minutes were AI-generated and needed a correction to refer to the group as the board instead of the council. A motion to approve the minutes was made by Bryan and seconded by Scott. The minutes were approved with the correction.
- **Financial Updates:** Greg and Troy discussed the financial updates, including the local marketing initiatives and DDA TIF investing. Troy emphasized the importance of marketing and validated that it is a qualified way to spend money. They also discussed the Capitol Street improvements project and the potential financial contribution from the DDA.
 - **Marketing importance:** Troy emphasized that marketing is crucial for the DDA, citing examples from other startup DDAs where 15-30% of their budgets are allocated to marketing. He validated that marketing is a qualified way to spend money according to the plan of development and policy.
 - **Grant program success:** Greg highlighted the success of the grants issued by the DDA, noting that the marketing efforts brought significant attention to the DDA, evidenced by the high number of applications received in the first round.
 - **Capitol Street project:** The board discussed the Capitol Street improvements project, with Troy explaining the financial aspects, including the need to assess the incremental assessed value generated by improvements and the importance of reimbursement agreements with developers.
 - **Financial contribution:** The DDA is considering contributing financially to the Capitol Street project, but decisions will be made after further discussions with the Town Council and a clearer understanding of the project's financial requirements.
- **Capitol Street Improvements:** Greg, Troy, and the board discussed the Capitol Street improvements project, including the importance of maintaining a sense of place and the potential impact on property values.
 - **Sense of place:** Greg emphasized the importance of maintaining a sense of place on Capitol Street, highlighting concerns about removing old growth trees and the potential for the street to become a "concrete jungle," which could negatively impact property values and community character.
 - **Traffic and safety:** The board discussed the potential safety hazards of widening the street, including increased traffic speeds and the difficulty of crossing a wider road. They considered the need for traffic calming measures and maintaining some landscaping to preserve the street's character.
 - **Community feedback:** There was significant community feedback regarding the project, with some residents expressing concerns about the removal of trees and the overall design. The board discussed the importance of addressing these concerns and ensuring the project aligns with the community's vision.

- **Financial considerations:** The board discussed the need for a detailed financial analysis to determine the potential return on investment.
- **2nd Street Closure:** Molly and the board discussed the 2nd Street Closure project, which was initially planned for this year but postponed due to lack of funding. They considered revisiting the idea for summer 2026 and discussed the need for support and funding from the DDA.
 - **Project postponement:** The 2nd Street Closure project was postponed due to a lack of funding and concerns from businesses about the project's execution. The board discussed the need for proper activation and funding to ensure the project's success.
 - **Future plans:** The board considered revisiting the project for summer 2026, with a focus on securing support and funding from the DDA. They discussed the potential for the project to be a recurring annual event if successful.
- **Old Town Residential Zoning:** Jake, Scott, and Peyton discussed the Old Town residential zoning abutting the DDA boundary. They considered the possibility of applying for a rezoning and the potential benefits for the DDA. They also discussed the need for community engagement and support for the rezoning effort.
 - **Rezoning discussion:** The board discussed the possibility of applying for a rezoning of the Old Town residential area abutting the DDA boundary. They considered the potential benefits for the DDA, including increased property values and development opportunities.
 - **Community engagement:** The board emphasized the importance of community engagement and support for the rezoning effort. They discussed the need to involve residents and property owners in the process to ensure a successful outcome.
 - **Application process:** Peyton explained the application process for rezoning, including the need for a pre-application meeting and the potential costs involved. The board considered the possibility of the DDA assisting with the application process.
- **Project Investment Program Round Two:** The board discussed the Project Investment Program Round Two, including the timeline for the application process and the need for outreach to ensure participation. They decided to open the application on March 1st and keep it open for 45 days.
 - **Application timeline:** The board decided to open the application for Round Two of the Project Investment Program on March 1st and keep it open for 45 days, until April 15th. They discussed the importance of providing enough time for applicants to prepare their submissions.
 - **Outreach efforts:** The board emphasized the need for effective outreach to ensure participation in the program. They discussed various strategies, including door-to-door outreach, email notifications, and leveraging Town Council updates to spread the word.
 - **Review process:** The board plans to review the applications in May, with the possibility of holding special meetings if the number of applications is high. They discussed the importance of streamlining the review process and ensuring a fair evaluation of all submissions.

- **Chamber Mixer Representation:** The board discussed the upcoming Chamber mixer on April 10th, which will be hosted by the Town of Eagle. They considered the importance of DDA representation at the event to promote the grant application and engage with the community.
 - **Event details:** The Chamber mixer will be held at the Eagle Ranch Golf Club. The theme of the event is "Open for Business."
 - **DDA representation:** The board discussed the importance of having DDA representation at the event to promote the grant application and engage with the community. They planned to have an economic development table with staff members present to provide information and answer questions.
- **Executive Director Job Description:** The board discussed the Executive Director job description and the budget constraints for hiring an executive director. They considered the possibility of focusing on grant writing and finding a part-time coordinator to help with specific tasks.
 - **Budget constraints:** The board considered reallocating funds from other areas to support the position.
 - **Grant writing focus:** Given the budget constraints, the board considered focusing on hiring a part-time coordinator with a strong emphasis on grant writing. They discussed the potential benefits of securing additional funding through grants to support DDA initiatives.
 - **Job description:** The board reviewed the draft job description for the executive director position, discussing the key responsibilities and qualifications required.
- **In the Game Conference Attendance:** The board discussed attendance at the In the Game conference, with Scott and Bryan expressing interest in going. They considered the budget constraints and the possibility of finding additional funding to support Kim Fritzler's attendance.

Follow-up tasks:

- **Capitol Street Improvements:**
 - Write a letter to the Town Council and Martha Miller articulating the DDA's concerns and suggestions regarding the Capitol Street project design. (Greg)
 - Draft a memo outlining the high points of making walkable streets and the importance of maintaining property values along Capitol Street. (Greg)
 - Present the DDA's feedback on the Capitol Street plan at the February 25th meeting. (Bryan)
 - Schedule a follow-up discussion on the Capitol Street project at the March DDA meeting. (Nikki)
- **Project Investment Program Round Two:** Prepare and launch the round two application for the Project Investment Program by March 1st. (Nikki)
- **Project Investment Program Round Two:** Update and distribute marketing materials for the Project Investment Program round two. (Nikki and DDA board member)

Adjourn: 3:40PM