



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, April 2, 2025 @ 9 AM

Council Chambers

200 Broadway, Eagle, CO

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CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- Minutes dated March 5, 2025 – Recording is available.

BUSINESS ITEMS

- MEAC Members
 - Council approved Resolution 29, Series 2025 "A Resolution of the Town Council of the Town of Eagle, Colorado, Appointing Members to the Town of Eagle Marketing and Events Committee".
 - Welcome four new members:
 - Elizabeth (Lizzy) Latenser
 - Debbie Murphy
 - Caitlin Pauls
 - Patrick Sherwood
 - Committee Volunteer Handbook, Member Expectations
 - Review 2025 MEAC Event Funding
- Business Items
 - Showdown Town Funding – Town Manager Report
 - The Vail Valley Foundation Presentation & Funding Commitment On March 11, the Vail Valley Foundation (VVF) presented to the Town Council, requesting the full reinstatement of \$50,000 in funding from the Town of Eagle to support the 2025 ShowDown Town summer concert series. ShowDown Town has long been a valued community event, bringing residents and visitors together while driving economic activity for local businesses.
 - A recent funding adjustment provides additional flexibility in meeting this request. With Second Street Tavern opting not to host its Second Street Block Music Fest this summer, \$5,000 previously allocated to that event is now available. This reallocation increases the Town's previously approved VVF funding from \$40,000 to \$45,000 for the 2025 concert season.
 - Recognizing the cultural and economic benefits of ShowDown Town, we recommend establishing a baseline funding commitment of \$50,000 from the Marketing & Events Advisory Committee (MEAC) starting in 2026 to ensure consistent and sustained Council support. With the acceptance of this report, I will notify VVF President Mike Imhof that the Town has approved a \$45,000 budget for 2025, with a planned commitment of \$50,000 for future years.
 - Flight Days / Eagle Town Park – update
 - Chamber After Hours Mixer – April 10
 - 2024 Sales Tax
 - Sign up for [Eagle Today Newsletter](#)
- Future Agenda Items
 - May

UPCOMING EVENTS

APRIL	
4/5	Mystery on Broadway
4/10	Chamber Mixer
4/19	Eagle Egg Hunt – Town Park
MAY	
May 3	Annual Community Pride Highway Cleanup
May 17	Town Cleanup+Hard2Recycle+E-Waste
May 17	The Cycle Effect - Bikes & BBQ
May 17	Boneyard Boogie Trail Run
May 28	VRD Mountain Bike Race Series

ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Molly Furtado
Special Events Manager