

Thursday, January 23, 2025 Meeting notes:

Economic Vitality Committee

1:00 PM Public Meeting Room / Eagle Town Hall

ADMIN

a. EVC Member Terms:

Nikki reminded the committee about the member terms and discussed the need to appoint a new chair and vice chair for the year:

Mick Daly Chair June 2025

Eric Eves Vice Chair June 2025

Christina Hofman Secretary June 2025

Kim Goodrich Voting Member July 2026

Matt Felser Voting Member July 2026

Kim Fritzler Voting Member July 2026

Kelly Herzog Voting Member July 2026

Joel Wallen Voting Member July 2026

Nick Sunday Town Council Liaison

EVC Member Terms: Nikki provided a snapshot of the current EVC member terms, highlighting that some members were on their first term, while others were on their second or third term. She mentioned that Eric and Christina were expected to start a new term in June. Nikki also emphasized the importance of appointing a new chair and vice chair for the year.

b. Vote and Seat new EVC Chair and Vice Chair

Chair and Vice Chair: Mick recommended stepping down from the chair position before his term ends in June to allow for a smoother transition. He suggested that the vice chair should also change along with the chair. The committee was encouraged to nominate and vote for the new chair and vice chair during the meeting.

New Chair and Vice Chair: The committee nominated and approved Eric Eves as the new chair and Kim Fritzler as the new vice chair. The nominations were supported by motions and seconds from committee members, followed by a unanimous vote in favor.

Transition: Mick Daly, The outgoing chair expressed gratitude for the support received during their tenure and encouraged patience and support for the new chair and vice chair. The new chair, Eric, acknowledged the contributions of the outgoing chair and expressed readiness to take on the role, emphasizing the importance of teamwork and collaboration.

STAFF & OTHER UPDATES

- a. Community Development Report:** Eric led the discussion on the Community Development report, with no questions or concerns raised by the committee. Thank you Comm Dev!

- b. Staff Reports & Monthly Reports:** Mick and the committee discussed the importance of receiving staff reports on a monthly basis to stay informed about town activities. Eric & Kim will provide these to the EVC via email after the bi-monthly Council Meetings with Bullet points on Items to Note.
- c. Chamber Updates:** Michelle provided updates on the Chamber's business advocacy committee and their efforts to support an accelerator program and the development of a business roadmap.

Accelerator Program: Michelle updated the committee on the Chamber's business advocacy committee's efforts to support an accelerator program. The program aims to provide support for local businesses through collaboration with organizations such as SBDC and VVP. The goal is to develop a collaborative program within the county to support business growth and development.

Business Roadmap: Michelle discussed the development of a business roadmap, which is being worked on by the Chamber. The roadmap aims to provide guidelines and support for local businesses. The committee expressed interest in making recommendations and being involved in the development of the roadmap to ensure it meets the needs of local business owners.

- d. DDA Updates:** The DDA plans to hire an executive director, and is preparing for the next round of funding applications.

Advisor Retained: The DDA retained Troy as an advisor to assist with tax increment updates and audit processes. Troy's expertise is expected to help the DDA navigate financial matters and ensure accurate reporting and compliance.

Executive Director: The DDA is planning to hire an executive director to lead the organization. The job description will be reviewed, and the position will be advertised as a part-time role. The DDA aims to find a candidate with a background in community development or planning to effectively manage the organization's activities.

Funding Applications: The DDA is preparing for the next round of funding applications, which will be open for a longer period to allow for more complete submissions. The goal is to fund projects that were not funded in the previous round and to support new initiatives that align with the DDA's priorities.

BUSINESS & DISCUSSION ITEMS

- a. RAISE Grant Support:** The committee approved a letter of support for the raise grant application to secure federal funding for the Grand Ave. revitalization project.

Grant Application: The committee discussed the raise grant application, which aims to secure \$25 million in federal funding for the Grand Ave. revitalization project. The previous grant request was turned down, but the reapplication process is underway.

- b. Economic Development Plan Implementation**
 - 1. Progress Report on Tap Fees:**

Nikki and Peyton discussed the progress on updating the tap fees and the need for better communication and understanding of the fee structure.

Fee Structure & Business Impact:: Nikki and Peyton discussed the progress on updating the tap fees, highlighting the need for better communication and understanding of the fee structure. They emphasized the importance of making the fee structure clear and accessible to avoid confusion and ensure transparency. The committee discussed the impact of tap fees on businesses, particularly new businesses looking to establish themselves in Eagle.

2. **Progress Report on Community Development Admin Manuals-** The need for clear guidelines and support for businesses to navigate the fee structure was emphasized to reduce barriers to entry and support economic growth.
3. **Digital Dashboard and Mobility Data:** The committee discussed the importance of capturing data from the ice castles event and the need for a special meeting to decide on the data refresh.
4. **2025 Initiatives:** Nikki presented the 2025 initiatives, including destination marketing, retail recruitment strategy, and a business incentive program.

(See Attached Econ Development Initiative Slides)

- c. **Economic Ambassadors:** The committee brainstormed their role as economic ambassadors, focusing on reducing barriers to entry and improving the business environment in Eagle.

Follow-up tasks:

Wayfinding Signage Plan: Pursue a \$20,000 grant with a \$5000 local match for a wayfinding signage planning effort. (Nikki)

Retail Recruitment Strategy: Prepare examples from other communities on how they position their database for potential redevelopment sites and vacancy inventory for the next meeting. (Nikki)

Business Incentive Program: Set up a call with the state representative to understand the USDA rural Business development grant and pitch the idea. (Nikki)

Economic Ambassador Role: Talk to Christina and other new business owners to gather feedback on their experience with the town's processes. (Mick)

Economic Ambassador Role: Meet with the new bulk business owners to discuss their experience and gather feedback. Discuss with the Chamber about handling the listing of commercial real estate spaces.