

EVC Meeting | April 10, 2025

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Call to Order: 1:00 PM

- **Roll Call:**
 - Members Present: Eric Eves, Mick Daly, Kim Fritzler, Kelly Herzog, Nick Sunday, Kim Goodrich, Christina Hofman (Teams), Matt Felser (Teams)
 - Members Absent: Joel Wallen
 - Town Staff: Nikki Davis, Sydney Dynek, Peyton Heitzman, Melissa Daruna (Teams)
 - Guests: Michelle Morgan (Chamber), Bryan Woods (Council Member, DDA), Scott Schlosser (DDA)
- **Approval of Minutes:**
 - **Minutes dated January 23, 2025**
 - Motion to approve by Mick, seconded by Kim F. Motion carried.
- **EVC Terms in 2025:**
 - **Term Renewals:** Eric and Christina will renew their terms for another two years. Mick agreed to stay on for a third term and serve as the Alternate, with Christina stepping into a voting member role.
 - **Meeting Schedule:** The committee confirmed that they are now meeting quarterly, with the next meeting scheduled for July.
- **Community Development Report:** The Community Development Report was reviewed, and no questions or items were raised for discussion.
- **Sales Tax Report:**
 - **2024 Sales Tax:** The 2024 annual sales tax report was reviewed. It was noted that the sales tax was tracking slightly above flat, with a 1% increase.
 - **Q1 2025 Data:** There was a request for the first quarter of 2025 sales tax data. It was mentioned that this data is generally available in April.
 - **New Finance Director:** The committee was informed that a new finance director will be starting in May, which may help with the timely availability of financial reports.
- **Grand Ave. Multimodal Project:**

- **Funding Challenges:** The committee discussed the significant funding challenges noting that the Town currently has about \$17 million available, but the project is estimated to cost \$70 million.
- **Phasing the Project:** There was a discussion about the possibility of phasing the project to manage costs better. This could include implementing turn lanes or roundabouts in phases as funding becomes available.
- **Shovel-Ready Design:** The importance of having a shovel-ready design was emphasized, as it would make the project eligible for potential grants and funding opportunities that require immediate implementation.
- **Property Owner Engagement:** The committee mentioned an upcoming property owner meeting to discuss the project and gather feedback. This meeting aims to improve engagement and address concerns from property owners affected by the project.
- **Chamber and DDA Updates:**
 - **Chamber Updates:** Michelle provided updates on the Screaming Eagle Golf tournament scheduled for May 16th, with sponsorships and player positions still available. She also announced the upcoming Biztober Fest in September, supported by the Town of Eagle.
 - **DDA Applications:** The DDA is in the second round of applications, with about seven applicants so far. The application window closes on April 15th, and more applications are expected before the deadline.
- **Hotel Development Proposal:** The committee discussed a hotel development proposal for the Old Town Hall site, including the potential economic benefits and the need for a letter of support.
 - **Proposal Overview:** The proposal for a 39-room boutique hotel at the Old Town Hall site was discussed. The developers have made an offer of \$530,000 for the property, which was appraised at around \$700,000.
 - **Economic Benefits:** The potential economic benefits of the hotel development were highlighted, including increased lodging tax revenue and job creation. The project is expected to generate significant use taxes and support local businesses.
 - **Letter of Support:** The committee discussed the need for a letter of support for the hotel development proposal. A draft letter will be circulated for comments, and a special meeting may be held to finalize the letter.
 - **Development Timeline:** The proposed development timeline for the hotel is five to seven years. The developers are open to having parameters around the use of the Old Town Hall to ensure timely implementation of the project.

- **Business Process Overview:** Sydney and Peyton presented an update to the Business Overview Process including steps for business owners to navigate the land use code. The goal is to make the process more user-friendly and supportive.
 - **Process Steps:** The goal is to help business owners navigate the land use code, aiming to make the process more user-friendly. The steps include understanding zoning requirements, obtaining necessary permits, and ensuring compliance with town regulations.
 - **User-Friendly Approach:** This includes providing clear instructions and resources to help them navigate the municipal processes effectively.
 - **Feedback and Training:** The committee discussed the importance of feedback from business owners and the potential for training sessions to help them understand the process better. This would involve workshops and information sessions to guide business owners through the steps.
- **Commercial Linkage Workshop:**
 - **Workshop Feedback:** The commercial linkage workshop gathered feedback from various economic groups, highlighting concerns about the potential negative economic impacts of adopting a commercial linkage fee at this time.
 - **Recommendation:** The recommendation from the workshop was to not adopt the commercial linkage fee currently, as it could stifle development and negatively affect the economic environment.
- **Wayfinding Planning Effort:** The Town was awarded a \$20,000 grant for a wayfinding planning effort, which will involve multiple departments and aim to improve signage and sense of place.
 - **Grant Award:** Funds were awarded from the Colorado Tourism Management Office.
 - **Department Involvement:** The project will involve multiple departments, such as community development, public works, open space and trails, and sustainability, to ensure a comprehensive approach.
- **Business Advancement Program:** The Business Advancement Program is pending the outcome of a \$100,000 grant application. The program aims to provide financial resources to existing and incoming businesses.
 - **Program Goals:** The goals of the Business Advancement Program include offering financial aid, creating policies to support business growth, and refining the scope of the program to meet the needs of the business community.

- **Retail Strategy:** The retail strategy initiative has not yet started, but it aims to explore marketing strategies for Eagle as a business destination.
- **Economic Ambassador Role:** The committee discussed the importance of engaging with new and existing businesses in Eagle. Members are encouraged to meet with business owners and provide support.
- **Economic Competition:** The committee reviewed other projects in the region, including the Tower Project in Gypsum and the Whole Foods development in Avon, noting the competitive market for retail and economic development opportunities.

Adjourn: 2:54 PM

Follow-up tasks:

- **Hotel Development Support:**
 - Draft a letter of support for the hotel development project and circulate it for comments. (Eric)
 - Schedule a quick Zoom meeting next week to finalize the letter of support for the hotel development project. (Eric)
- **Economic Ambassador Role:** Email Nikki your specialty area for inclusion on the website. (EVC Members)
- **Event Sponsorship:** Create a list of potential events for businesses to sponsor and distribute it to business owners. (Michelle)
- **DOLA AI Pilot Program:** Provide an update on the DOLA AI pilot program to reduce permit review times at the next meeting. (Peyton)