



AGENDA

Marketing & Events Advisory Committee (MEAC)

Wednesday, August 6, 2025 @ 9 AM

Council Chambers

200 Broadway, Eagle, CO

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

MEETING ACCESS

Microsoft Teams meeting

Join on your computer, mobile app or room device

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Meeting ID: 270 872 282 586 9

Passcode: Gp6k4KE6

CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES

- Recording is available.

BUSINESS ITEMS

- Flight Days - Thank you for volunteering your time!
 - Feedback
 - Ideas for next year

- Volunteer opportunities
 - Community Table – Sunday, August 24 (TWO people 3:30pm-5:30pm)
 - Brush Creek Playground Rebuild – August 20 – 24
 - [VOLUNTEER HERE](#)

- MEAC Event Funding
 - ARTwalk Street Fest
 - Proposed 2026 funding application timeline:
 - Accepting applications September 2 – 22
 - Presentations OCT 1
 - Review OCT 2

- MEAC Proposal Discussion – Patrick Sherwood

- Town of Eagle Wayfinding Project
 - Town has selected Michael Baker International to lead the Wayfinding Study and Implementation Plan.
 - The town’s Wayfinding Study and Implementation Plan is made possible with a generous \$20,000 grant from the Colorado Tourism Office (CTO), a division of the Office of Economic Development and International Trade (OEDIT).
 - MEAC’s input will be important in shaping the look, feel, and messaging of the wayfinding system. Insights from the advisory groups will help ensure the design and implementation plan reflects Eagle’s identity and enhances the visitor and resident experience.
 - Staff anticipate engaging with the advisory groups in late August or early September. Materials will be shared in advance.

- Future Agenda Items

- Event Calendar – see below

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

UPCOMING EVENTS

AUGUST	
8/1/25	Cowboy's Forever Series
8/3/25	Tube-A-Palooza
8/3/25	Yoga in the Park
8/5/25	National Night Out (NNO)
8/7/25	ShowDown Town Concert
8/8/25	Cowboy's Forever Series
8/8 - 8/10	Eagle Mushroom & Wild Food Festival
8/10/25	Yoga by the River
8/10/25	Children's Business Fair
8/14/25	ShowDown Town Concert
8/15/25	Cowboy's Forever Series
8/17/25	Yoga in the Park
8/20-8/24	Brush Creek Park Rebuild
8/24/2025	Community Table
8/24/25	Yoga by the River
8/31/25	Yoga in the Park
SEPTEMBER	
9/4/25	Biztoberfest
9/5 - 9/7	Race #2 Haymaker Classic
9/5 - 9/6	Gearvana
9/6/25	Eagle River Cleanup
9/12/25	ARTwalk Street Fest
9/19 - 9/21	Race #3 Haymaker Classic
9/20/25	Vail Valley Walk to End Alzheimer's
OCTOBER	
10/3 - 10/5	Vail Cup Soccer
10/5/2025	Eagle Ranch Pumpkin Patch
10/5 - 10/7	EVHS 3A Boys State Golf Tournament
10/19-10/20	Vail Lax Jam
10/29/2025	Trick or Treat Street / Eagle Ranch