



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

BRUSH

CREEK

PLAYGROUND REBUILD PROJECT

WED, AUG 20-SUN, AUG 24

Join us for the community rebuild project to breathe new life into a beloved amenity. The refresh project will include replacing worn out wood, updating features and burying a new community time capsule! The overall design and layout of the playground will remain the same.

VOLUNTEER OPPORTUNITIES

- SKILLED LABOR - comfortable using a circular saw and other power tools
- UNSKILLED LABOR - not familiar with using a circular saw but willing to take on other build tasks and volunteer support
- KID'S CORNER SUPPORT - help coordinate activities with our littlest volunteers
- YOUTH VOLUNTEERS are welcome!

Kids ages 14 - 17 may sign up to work on a build crew independently. Kids 10-13 may work on a crew alongside a parent or guardian. Kids 9 and under are welcome in the Kid's Corner for games and fun and will help with decorative elements of the playground while their grownups build.



We need your help! Please sign up to volunteer. Email Melissa.Daruna@townofeagle.org for more details. We are looking for in-kind donations and sponsorships.



BRUSH

CREEK PLAY GROUND

REBUILD PROJECT

The rebuild project runs from
Wed, Aug 20–Sun, Aug 24
and we need your help! Please sign
up volunteer. We are looking for in-kind
donations and sponsorships.

Email Melissa at Melissa.Daruna@townofeagle.org
for more details

SPONSORSHIP LEVELS

Premier Sponsor - \$10,000

- Supports overall project, volunteers and kids activities.
- Premier logo placement on banners during project (build site, volunteer support and kids activity center)
- Premier logo placement on project webpage
- Social media recognition in each project post
- E-news recognition in Eagle Today – logo and thank you
- Recognition in all project emails with volunteers and other vendors
- Premier Sponsor Plaque for name or business on fence picket

Volunteer Champion Sponsor - \$5,000

Supports food and supplies for volunteers

- Smaller logo on project banners
- Smaller logo on project webpage
- Recognition in 5 social media posts
- E-news recognition in Eagle Today
- Sponsor plaque with name or business on fence picket

Time Capsule or Kids Corner Sponsor - \$2,500

Supports coordination and materials for new time capsule OR supplies and support for the Kids Corner activities

- Logo on signage for Time Capsule
- Smaller logo on project webpage
- Recognition in 2 social media posts
- E-news recognition in Eagle Today
- Sponsor plaque with name or business on fence picket

Project Donor - \$1,000

Provides 2 meals for volunteers

- Logo on "thank you" signs at project
- Smaller logo on webpage
- E-news recognition in Eagle Today
- Sponsor plaque with name or business on fence picket

Project Donor - \$500

- Thank you on webpage and in Eagle Today
- Sponsor plaque with name or business on fence picket



Hello Molly -

Thank you so much for meeting with me today and for your understanding regarding EagleARTS' decision to cancel the ARTwalk Street Festival originally scheduled for Friday, September 12, 2025.

This was not an easy decision, and it comes after careful consideration of multiple factors. Since launching ARTwalk in 2019, the event has played a vital role in driving traffic downtown, with hundreds of attendees at each event during our peak in 2020 and 2021. Downtown businesses reported sales increases of 10%–50% on ARTwalk nights, and we believe the excitement surrounding these events helped attract new businesses to Eagle, as well as launch several successful artists and food truck vendors.

Unfortunately, beginning in 2022, we began to see a decline in both attendance and artist participation. We explored several new formats to reinvigorate the event, but in 2023 our ARTwalk in Town Park had very limited turnout. After pausing in 2024 at the Town's request, we hoped to bring the event back this September. However, due to low vendor interest and rising production costs, we are unable to deliver the quality event our community deserves. Even with the generous \$1,750 grant from MEAC (representing half the total \$3,500 split between ARTwalk and the Holiday Market), producing this event would result in a loss of nearly \$2,000 for EagleARTS unless vendor participation were to double in the next couple of weeks—something we feel is unlikely.

That said, we are still fully committed to producing our Holiday Market in December. We are collaborating with Eagle Rising (Downtown Business Alliance) to host artists inside local businesses as pop-up vendors. This format lowers the barrier to entry for emerging artists while still driving foot traffic to our downtown core.

We respectfully request permission from MEAC to reallocate the full \$3,500 grant toward marketing and promotion of the Holiday Market. With your support, we are confident we can deliver a high-impact event that supports both local artists and Eagle's small business community.

Thank you again for your understanding and continued support of EagleARTS and our mission.

Warm regards,

Jennifer Filipowski

July 22, 2025

To: Town of Eagle Marketing and Events Advisory Committee

From: Patrick Sherwood, fellow committee member

Dear MEAC committee members...and colleagues,

I am writing to offer my unsolicited thoughts regarding the overall direction and effectiveness of the Town of Eagle communication activities.

I have previously, and but briefly, mentioned some of my early observations to you. As I do so, I am most painfully aware of the fact that there is a vast warehouse of information and insight, past, present and future, that I do not yet know. I have no desire to stomp on the toes of so many dedicated individuals who care about and devote volunteer time in a sincere attempt to improve the quality of life in Eagle. Having said that, I believe it is important to begin a dialogue now, prior to the upcoming elections, the anticipated change in Town leadership, and what will likely and soon be reevaluation of the Town of Eagle Strategic Plan.

At a recent gathering at Town Hall while viewing the Capital Street improvement proposals, I fortuitously met Town Council member Bryan Woods. He was kind enough to listen as I introduced myself, and very briefly mentioned some of my observations about how the Town goes about marketing itself. He was quite positive, I must say, and strongly encouraged pursuit of fresh thinking. He also suggested that the best way to proceed to a proposal for action, and further discussion, would be for the ideas to emanate from the credible point of view of MEAC.

Melissa Daruna has also been kind enough to spend some time with me on this topic and offer thoughts about how we might proceed.

And so, with that modest bit of encouragement, I pen this note to the MEAC team, for your consideration and further dialogue. This is not a plan. My intention is to begin a process of examination that could lead to a broad scale evaluation of who Eagle is as a place and brand; what, how and why Eagle means to its multiple constituencies; how it presents itself to every one of them; how understanding and consensus might result; and how our Town might benefit from a fresh perspective on these issues. Eagle must face, head on, a challenging future. At the same time, it can leverage and benefit from its intense desire to constantly improve the quality of life for its many communities, and prepare for the next phase of its emotional and economic growth. And, so, initial observations...

My Preliminary Observations

And in no particular order...

1. There is not an apparent, broad-based consensus about what the Eagle brand is, what it means, or how it is meant to ideally and beneficially present itself. While the Strategic Plan speaks to mission and values, these do not appear to be broadly reflected in all communications.
2. There is not broad-based consensus about the brand-specific component parts of the Eagle brand. What is this brand? What makes it unique? And, oddly, what isn't it? A brand is not a logo, theme line or color scheme. It is an idea. What is ours?
3. There are no obvious and universal standards for presenting the Eagle brand in communications or in important, brand-related activities, e.g., signage, presentation to and within other entities' communication. This includes all manner of strategy, and visual and written standards/requirements. In this I include an understanding about what Eagle uniquely offers the world; its points of difference v competitors.
4. There is currently no obvious, centralized, accountable body/individual responsible for high level brand oversight and strategic messaging and executional continuity. This needs to be corrected.
5. There are multiple entities in the Town of Eagle ecosystem that, within their mission statements, claim some level of responsibility for "the Eagle brand." There are, again, no consistent standards observed and executed. Consumers see only one Eagle, and make no allowance for the origins of multiple Eagle messages.
6. What I observe as "many Eagles" must become a single one: a brand uniformly, strategically and creatively presenting itself to its multiple constituencies. The benefits would be far reaching. In the simplest of terms, marketing budgets are too small and competitors too advanced for this truth about the brand's future to remain only an "opportunity," or a "someday—when" aspiration. One brand, now, would be my admonition to us all.
7. A single, accountable organizational protocol (individual?) should be established and empowered as an Eagle brand steward. The goal would be to align all entities in observing and promoting Eagle in a singular, brand-enhancing manner across *all* outreach, and internal brand activities...in both strategy and execution.
8. This calls for the realization about, commitment to and understanding that everything that is done to benefit the Town of Eagle contributes to a public understanding and definition of who/what Eagle is, what it represents, how it is unique among its peers as it contributes to the quality of life. To wit, I observe that every organization in the Town ecosystem is making a statement or undertaking actions, about the who, why and what about "the brand" as it benefits our Town.

They have strategic and often tactical separation. For the most part, I believe, each entity appears to act in individual silos. Not by design, but by human nature. But they all have a responsibility to, and an effect upon, the one, macro-Eagle brand. This must be corrected. The ecosystem includes Planning & Zoning, Marketing and Events, Economic Vitality, Downtown Development, Open Space and Recreation, the Chamber of Commerce. Yes, all of them.

I appreciate your patience through this. I do hope that you got this far! I realize that I'm a newbie; for the moment, still an Eagle outsider. I don't know everything. Indeed, I have much to learn. My goal is NOT to piss dedicated people off. But I do know this: there are times when a new perspective is healthy; indeed, when one is imperative. I believe that this is such a moment. I also know brands, how they grow and thrive, and how they get in their own way deterring and, too often, eliminating the potential for their own advancement.

I have also seen how well-defined brands can accelerate progress, create deeper meaning, deliver desired benefits and improve all that they touch. While this type of initiative is not an elixir that solves every ill, the potential for vast improvement exists for Eagle.

I do believe that all of the above, and the contribution of your observations could, and should, lead to healthy dialogue amongst us and the others for whom this is relevant. And lead to positive change.

Finally, I am hopeful that a proactive and urgent approach to other constituencies, urging them to consider the above (perhaps, rejecting some; possibly, adding others) is very much worth pursuing. And will ultimately be a most rewarding initiative for every Eagle constituency. Most notably, the residents and businesses of Eagle, Colorado.

Let's talk.

Patrick

