



## **AGENDA**

**Marketing & Events Advisory Committee (MEAC)  
Wednesday, September 3, 2025 @ 9 AM  
Council Chambers  
200 Broadway, Eagle, CO**

*This agenda and the meetings can be viewed at [www.Townofeagle.org](http://www.Townofeagle.org).*

### **MEETING ACCESS**

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## Microsoft Teams meeting

**Join on your computer, mobile app or room device**

### **Join the meeting now**

Meeting ID: 244 073 753 674 5

Passcode: qi2NX9Es

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### **CALL TO ORDER AND ROLL CALL**

#### **APPROVAL OF MINUTES**

- Recording is available.

## **BUSINESS ITEMS**

- Wayfinding Project
  - Engagement sessions
- MEAC Event Funding Process:
  - 2026 funding application timeline:
    - Accepting applications September 1 – 22
    - Presentations OCT 1
    - Review OCT 2
  - Review point system
- Mayor and Council Member Candidates Announced!
  - [2025 November Coordinated Election](#)
  - Write-in candidate questions – Thank you, Patrick Sherwood
- CU Summer Studio Presentation – [Community Plans & Studies](#)
- 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

<b>SEPTEMBER</b>	
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
<b>OCTOBER</b>	
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

## **MEAC Presentation Deck**

Explore Eagle Wayfinding Plan Project Introduction & Overview

*Meeting Date/Time: 2025.09.03, from 9-10:30a*

### **Slide 1: Welcome & Purpose of Meeting**

- Welcome & Introductions (Town of Eagle logos + Consultant team logo + CTO logo)
- Why We're Here Today
  - Introduce the new Eagle Wayfinding Plan project
  - Share the project scope & timeline
  - Describe MEAC's role in helping the larger project Working Group review and shape the draft and final wayfinding designs
  - Gather your preliminary input and goals for the wayfinding project rollout and community signage needs

### **Slide 2: Why Wayfinding Matters for Eagle**

- Improves navigation, clarity, and awareness for visitors and residents
- Builds community identity and pride
- Supports the local economy and events, and supports the overall economic development of the Town
- Increases connections to community assets like trails, destinations, and different Eagle character areas and/or experiences

### **Slide 3: Building on Past Work**

- CU Student Study provided excellent direction and groundwork for the new Wayfinding Plan (gathered community input, needs, and vision for wayfinding, marketing and branding within Eagle)
- The Wayfinding Plan is the next step:
  - The new plan will translate prior input and new research into wayfinding designs that can be used throughout the community
  - During the wayfinding plan process, we will confirm the needed sign types, the destinations and assets we want the new signage to direct people to, and the type and locations for each recommended sign
  - The final Wayfinding Plan deliverable will be finalized and ready for the engineering, fabrication, and installation next steps needed to realize the new signage designs over time

### **Slide 4: Project Scope & Milestones**

- Project Schedule Overview Graphic (overall project phases and timeframes)
- Detailed Project Schedule:
  - **August-September: Background Research & Info-Gathering**
    - Kick-off meeting (August 12)
    - MEAC brand and rollout workshop (September 3)
    - Public Works meeting (early September, TBD)
    - Meetings with other groups during regular monthly meetings already scheduled for September and October (EVC, DDA, OSRAC, Eagle Chamber)

- Creation of Project branding and outreach materials
  - Town Council Project Kick-Off Presentation (September 23)
- **Sept-Oct: Preliminary Design**
  - Sept-Oct: Development of **preliminary design options** (check-in meeting with staff & steering committee to review designs near the middle of October, date TBD)
  - Oct 29-Nov 1: **Community Design Week + kick off at Trick or Treat Street**
  - October 29-Nov 22: **Online survey** (preliminary design options)
  - Oct-Nov: **Final Design Options** (check-in meeting with staff & steering committee to review final design options last week of November)
- **November-December: Final Design**
  - Dec 6: **Final Design Reveal: Wassail-fest and/or Christmas on Broadway** (Dec 4-Dec 6)
  - Dec 6-Dec 12: **Final Design Banners rotated to different Eagle locations** for review and comment (locations TBD)
  - December 16: **DRAFT Final Deliverables** to Town of Eagle for review
  - December 18: **Meeting** to review final deliverable staff comments (virtual, tentative if needed)
- **January: Implementation & Next Steps**
  - Jan 5 or 6: **Final Summary Booklet and Presentation** to Town Council (for review)
  - January 13: **Town Council presentation**

### **Slide 5: Community Engagement & Project Outreach**

- Do you feel the project needs a distinct logo/tagline to help it stand out to the public? (Granby Downtown Wayfinding & Open Space Plan project logo, colors, and tagline)
- **Kickoff Awareness:**
  - Local newspaper article
  - Social media launch (Town + partners)
  - Temporary project-branded signs around town
- **At Events:**
  - Booth presence at Trick or Treat Street & Christmas on Broadway
  - Branded engagement materials & maps
  - Stickers/info cards with QR codes to survey
- **Ongoing:**
  - Online survey promotion via Town and other partner channels
  - Pop-up displays (library, Town Hall, coffee shops, etc - TBD)

*MEAC: What other touchpoints should we include to maximize project visibility?*

### **Slide 6: What Should the New Signage Achieve?**

#### **Draft Goals (to spark discussion):**

- Welcome and orient visitors
- Support businesses and events
- Connect downtown to trails and river
- Reflect Eagle's identity and pride

*MEAC: What other goals do you have for the new signage & wayfinding?*

*MEAC: What outcomes would make this project successful? For example:*

- *Are there navigation challenges this project could help improve?*
- *Are there community branding needs or messages the new wayfinding could reinforce?*

*MEAC: What are your priorities and design preferences for the new sign types? For example:*

- *Are there any sign types or locations you feel are a high priority for Eagle?*
- *Are there any confusing 'pain points' - intersections, trail gaps, or other breaks in the process of navigating through Eagle the signage could improve?*

*MEAC: What is the #1 problem in Eagle the signage could help resolve?*

### **Slide 7: Next Steps**

- Develop preliminary design families
- Prepare for October engagement events
- Stay connected with MEAC throughout process – can you select representatives from MEAC to attend the preliminary and final design meetings? Preliminary design meeting = mid-October, date TBD, Final design meeting = mid-to-late November, TBD



## **Marketing and Events Advisory Committee (MEAC)**

### **Request for Event Funding 2026**

In 2011, Eagle Town Council established a Marketing and Events Advisory Committee (MEAC). The committee is composed of local community members and business owners, that are Eagle residents. MEAC's mission is to strengthen the fabric of the community by providing unique experiences.

MEAC pursues events that enhance the sense of community for Eagle residents by providing opportunities for connection. Events that balance the quality of life for residents with the need for vitality in our business community. Support events and programs that showcase and protect our unique character, traditions, and resources. Support cultural events and programs that promote diversity. Create clear, concise, and consistent event marketing and communications. Actively collaborate with community partners and stakeholders.

MEAC encourages event organizers to produce a diverse collection of events. The Committee will evaluate events to ensure the investment in public funds is allocated effectively and producers will be held to a high level of accountability. MEAC will act in a sponsorship role, allocating funds to those events that particularly contribute to the overall objectives.

The MEAC Funding Budget for 2025 was \$100,000. The final amount to be allocated in 2026 will be approved by the Eagle Town Council following the approval of the Town of Eagle operating budget.

#### **Objectives and Criteria**

To qualify for MEAC funding events must support these strategic priorities and objectives:

- Enhance the sense of community for Eagle residents by providing opportunities for connection.
- Balance the quality of life for residents with the need for vitality in our business community.

- Support events and programs that showcase and protect our unique character, traditions, and resources.
- Support cultural events and programs that promote diversity.
- Create clear, concise, and consistent event marketing and communications.
- Actively collaborate with community partners and stakeholders.

### Selection Process

MEAC will evaluate all grant applications using the rating system, which is listed below. The committee will then make recommendations to Eagle Town Council.

	Points
Event enhances the economic development and sustainability of the Town	20
Event provides a sense of community and enhanced quality of life	20
Event provides a well-rounded, diverse audience	20
Event increases sales and lodging tax revenues	10
Event provides marketing and brand awareness to the Town	10
Event sustainability and potential growth	10
Event provides a varied calendar date	10
Total Points	100

### ***Event Funding Application available Monday, September 1***

**[eagleoutside.com/special-events](http://eagleoutside.com/special-events)**

- Event producers requesting \$5,000+ in funding will be required to answer questions and provide a brief overview of their event at the MEAC monthly meeting on Wednesday, October 1<sup>st</sup> at 9:00 a.m.
- The committee will evaluate the applications and make recommendations for funding to Eagle Town Council in November 2025. Producers will be notified in December 2025.

	Timeline
September 1 - 22	Submit Funding Applications
October 1	Presentations to MEAC by producer requesting more than \$5,000
October 2	MEAC will evaluate and conclude funding recommendations
November 12	MEAC funding recommendations presented to Town Council
	<i>*Funding is not confirmed until Town Council's approval</i>
December 1	Event producers will be notified of approved funds.
	<i>Dates are subject to change</i>

The Town is committed to providing a single point of contact for event coordination. The Special Events Manager acts as a liaison between the event producer and the Town. Please work directly with the event manager for town resources (road closures, law enforcement, etc.).

**Responsibility of the event producer:**

- It is the responsibility of the event producer to secure the venue and date with the Special Events Manager. Approval of funding does not secure the venue and/or date.
- Recipient must submit an invoice to the Special Events Manager for the awarded funds.
  - If awarded more than \$5,000, half the funds will be distributed with a signed contract, half the funds will be distributed upon completion of the event.
  - Total Contribution may be reduced if the Recipient fails to produce satisfactory evidence that Recipient has fully complied with all conditions of this Agreement and all other applicable conditions of the permit.
- **At least 60 days** prior to the start of the Event, the Recipient shall complete and submit all additional permits that may be required for the Event.
- Recipient shall comply with all federal, state and Eagle County public health orders and guidelines.
- Please work towards sustainable event production with a goal of zero waste events.
- Event producers must provide the Town of Eagle with a post-event report of their event within 30 days of the completion of the event.

Questions? Email Molly Furtado, Special Events Manager [molly.furtado@townofeagle.org](mailto:molly.furtado@townofeagle.org).