



## AGENDA

**Marketing & Events Advisory Committee (MEAC)**

**Wednesday, November 5, 2025 @ 9 AM**

**Council Chambers**

**200 Broadway, Eagle, CO**

### MEETING ACCESS

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**Microsoft Teams** [Need help?](#)

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Meeting ID: 215 948 565 055 5

Passcode: Jm9DE2ms

**Dial in by phone**

[+1 469-770-0416,,855088242#](#) United States, Kaufman

[Find a local number](#)

Phone conference ID: 855 088 242#

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### CALL TO ORDER AND ROLL CALL

#### APPROVAL OF MINUTES

- Recording is available.

## **BUSINESS ITEMS**

- Discuss event funding criterion:
  - What do you think about the current process?
  - What would you like to change for next year's process?
  - What are the strategic priorities?
  - What is the strategic lens through which we should view the proposals?
  - What makes an event in Eagle worthy of taxpayer dollar investment?
  - Is every request worthy of some support?
  - Do we speak to and reinforce Town of Eagle branding priorities as we make these important decisions?
  - Do we consider what the targeting priorities are?
  - Would our Town receive greater benefit/return in the long run by concentrating those funds among fewer, call them "higher impact" events/organizations?
  
- Christmas on Broadway – Saturday, December 6
  - Volunteers Needed (5:15pm-6:15pm)
    - FOUR Volunteers - parade route crowd control
    - ONE Volunteer - Santa's Helper

## **EVENT CALENDAR**

<b>NOVEMBER</b>	
11/8/2025	BCES Cornhole Flannel Fest Fundraiser
11/27/2025	BCES Thanksgiving Day Turkey Trot
<b>DECEMBER</b>	
12/5/2025	Holiday Market / Wassail Fest
12/6/2025	Jingle Jog
12/6/2025	Christmas on Broadway
12/7/2025	Procession of the Virgin Mary
12/27/2025	Pond Hockey Championships

## **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  
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