

EVC Meeting | October 9, 2025

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Call to Order: 1:00 PM

- **Roll Call:**
 - **Members Present:** Eric Eves, Mick Daly, Kim Fritzler, Christina Hofman, Bryan Woods
 - **Members Absent:** Kim Goodrich, Matt Felser, Joel Wallen
 - **Staff:** Nikki Davis, Peyton Heitzman, Kira Koppel
 - **Guests:** Michelle Morgan (Chamber), Scott Schlosser (DDA)
- **Chamber Updates:** The Chamber's Business Advocacy Committee is conducting a survey targeting both members and non-members to assess business needs, focusing on services, education, and promotion, with results to be shared at a future Chamber Mixer.
- **Downtown Development Authority Updates (DDA):** The DDA has a board vacancy and are accepting applications until October 31.
- **Planning Department:**
 - The Planning Commission is now fully staffed, and the department is in the process of selecting a vendor for a new integrated building and planning software system, with updates to be included in the upcoming council packet.
 - Upcoming Code Amendments: Community Development is preparing minor code amendments, with the first round scheduled for October 21st, and details available on the town's active land use page.

Business Items:

- **Grant Program Workshop and Guidelines Development:** Committee members conducted a detailed workshop to refine the new business grant program, discussing guidelines, application processes, scoring rubrics, eligibility, and lessons learned from previous DDA funding cycles.
 - **Administrative Oversight and Council Involvement:** Nikki clarified that the grant program is considered an administrative function and will keep the Council informed about the launch timeline.

- **Application Window and Promotion:** The group debated the optimal application window, settling on a 45-day period to allow for adequate promotion and education, with the goal of launching in January.
- **Guidelines and Barriers to Entry:** Members discussed balancing simplicity and rigor in the application process to ensure quality submissions, considering requirements such as visual plans, cost estimates, and the need for a one-to-one funding match to encourage private investment.
- **Eligibility, Matching Funds, and Award Caps:** The group agreed on a \$10,000 maximum award cap and debated setting a minimum (suggesting \$3,000), with a one-to-one match required but excluding sweat equity as a match. They also discussed tracking applicants' prior funding from the town or DDA over the past five years.
- **Housing Stipend Component:** The committee examined the complexities of including a housing stipend, considering requirements such as proof of a 12-month lease, AMI thresholds, and whether to tie stipends to deed-restricted properties, ultimately deciding more research and refinement are needed.
- **Ineligible Projects and Exclusions:** The committee reviewed and updated the list of ineligible projects, explicitly excluding commercial rent, lease, mortgage payments, and financial/banking fees.
- **Scoring Rubric and Evaluation Criteria:** The team worked to align the scoring rubric with strategic goals, adjusting point allocations to prioritize feasibility and impact. The section of bonus points for sustainability-focused improvements will need to be refined.
- **Application Form and Presentation Process:** The application form was reviewed to ensure it collects sufficient narrative and data for decision-making, with a requirement for applicants to present a five-minute pitch followed by a Q&A, and a warning to specify restrictions on marketing funds to prevent misuse.
- **Award Cap Reconsideration:** The committee revisited the \$10,000 award cap, debating whether to increase it to \$20,000 to accommodate larger projects, recognizing the need to balance impact with available budget and the risk of over-concentration of funds.

- **Upcoming Code Amendments:** Community Development is preparing minor code amendments, with the first round scheduled for October 21st, and details available on the town's active land use page.
- **Community Engagement with New Ice Rink:** The committee discussed the imminent opening of the Rodeo Rink, its potential to attract visitors and boost local business, and strategies for merchants to engage hockey families, including coordinated marketing and grant-supported promotions.
- **Committee Membership Update:** The committee agreed to invite Kelly Herzog to rejoin the Economic Vitality Committee after her plans to move changed, with the formal action to be included on the next agenda and no objections raised by members.

Adjourn: 3:00 PM

Follow-up tasks:

- **Business Survey Results Sharing:** Share the results of the upcoming business needs survey with the Economic Vitality Committee once available. (Michelle, ECC)
- **Kelly Herzog Committee Reinstatement:** Add the proposal to reinstate Kelly Herzog to the next meeting agenda and instruct Nikki to proceed with the invitation if there are no objections from the committee. (Nikki)
- **Housing Stipend Grant Research:** Research how other communities have structured housing stipend elements in similar grants and report findings to the committee for further discussion. (Nikki)