



Economic Vitality Committee
Thursday, April 9, 2026, 1:00 PM
Public Meeting Room / Eagle Town Hall
200 Broadway, Eagle, CO

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CALL TO ORDER AND ROLL CALL - 1:00 PM

DECLARATION OF CONFLICTS OF INTEREST *If any member has a conflict of interest related to any item on today's agenda, please declare it at this time.*

APPROVAL OF MINUTES

- a Minutes dated February 19, 2026
- b Minutes dated February 24, 2026
- c Minutes dated March 10, 2026
- d Minutes dated March 11, 2026

ADMIN

- a Upcoming EVC Member Terms

STAFF & OTHER UPDATES

- a Chamber and DDA Updates
- b Town Manager and Department Updates - *Will be published on Friday, April 10, 2026*

BUSINESS & DISCUSSION ITEMS

- a Update on the Business Advancement Program
- b Update on Placer.ai Onboarding
- c Consideration for combining MEAC and EVC
- d Sports and Recreation Tourism in Eagle

FUTURE AGENDA ITEMS

- a Next EVC Quarterly meeting is July 9, 2026

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.



Nikki Davis
Economic Development & Housing Specialist

Call to Order: 1:00 PM

- **Roll Call:**

- **Members Present:** Eric Eves, Kim Fritzler, Kelly Herzog, Matt Felser, Mick Daly, Joel Wallen, Casey Glowacki
- **Members Absent:** Kim Goodrich, Christina Hofman
- **Staff:** Nikki Davis, Kyle Brotheron, Kevin Aoki
- **Guests:** Bryan Woods (Town Council), Scott Schlosser (DDA)

Approval of Minutes: Minutes dated January 8, 2026.

- Motion to approve by Kim F., seconded by Joel. Motion carried.

Staff & Other Updates:

- **Chamber of Commerce Survey Results and Upcoming Mixer:** Nikki, Mick, and other participants discussed the Chamber of Commerce's recent member and non-member survey, highlighting that the results and focus areas for 2026 will be presented at the evening's mixer, with Mick confirming the survey's success and plans for supporting respondent needs.
- **DDA Updates - Developers Forum Organization and Town Involvement:** Scott and Mick explained the organization of a developers' forum, clarifying that it is a citizen-led initiative to gather feedback from the developer and real estate community, with no Town staff or council members invited, and that the forum's recommendations will be formally shared with Mayor Woods and Melissa for consideration in strategic planning.

Business & Discussion Items:

- **Placer.ai Mobility Data Tool Introduction and Demonstration:** Kevin, with input from Nikki, Joel, and others, provided a comprehensive introduction and live demonstration of the Placer.ai mobility data tool, explaining its capabilities, data sources, and potential applications for economic analysis, while addressing questions about data interpretation, access, and future use by the committee.
 - **Dashboard Initiative Background:** Nikki recapped the origins of the dashboard initiative, noting its evolution from a broad economic indicator dashboard to a focus on real-time mobility data, which offers insights into visitor patterns, economic health, and opportunities for the town.

- **Placer.ai Data and Functionality:** Kevin explained that Placer.ai provides anonymized mobility data derived from cell phone traffic, allowing analysis of visitor origins, dwell times, and demographic inferences, and clarified that the tool is a data set rather than a traditional dashboard, requiring the committee to define specific questions for analysis.
- **Demonstration of Use Cases:** Kevin demonstrated the tool's application by analyzing traffic at the Eagle County Fair and Rodeo grounds, comparing event impacts, visitor origins, and related business activity, and addressed questions about data granularity, such as differentiating between individual devices and actual consumers.
- **Data Interpretation and Validation:** The group discussed the importance of validating Placer.ai data, especially in distinguishing between device counts and actual visitors, and considered the need to filter out non-relevant data (e.g., under-18 devices) for accurate economic analysis.
- **Access, Licensing, and Reporting Plans:** Kevin clarified that access to Placer.ai is limited to anyone with a townofeagle.org email address due to licensing, but committee members can participate in data analysis sessions at Town Hall; Nikki and others discussed forming a subcommittee to define report templates and governance for sharing insights with the broader community and businesses.
- **Strategic Planning Work Session Preparation:** The group discussed the need to prepare for the March 3 Town Council work session, outlining the need to synthesize committee accomplishments, strategic priorities, and recommendations for Town Council, and scheduled a follow-up meeting to finalize their presentation.
 - **Work Session Objectives:** Nikki outlined that the work session will focus on introducing advisory committees, summarizing their achievements, and presenting strategic priorities for the next five-year planning horizon, with an emphasis on concise, measurable goals.
 - **Presentation Preparation Process:** The group agreed to collect individual input via email (to avoid Sunshine Law issues), synthesize suggestions, and meet as a group on Tuesday, February 24 via Teams to finalize their presentation before the Wednesday deadline.
 - **Coordination with Other Committees:** Scott shared that the DDA is following a similar process, preparing a direction statement and strategies for submission, and offered to share their materials to avoid duplication of strategic initiatives.
 - **Emphasis on Economic Priorities:** Mick and Bryan stressed the importance of ensuring that economic vitality or development is included as a core

strategic bucket in the town's plan, with clear, measurable objectives tied to sales tax revenue and other economic indicators.

- **Placer.ai Onboarding and Question Collection:** Nikki, Joel, and Kevin discussed the onboarding sessions and agreed to collect committee members' questions for future analysis, with Joel volunteering to resurface a shared deck for input.

Adjourn: 2:30 PM

Call to Order: 9:04 AM

- **Roll Call:**

- **Members Present:** Eric Eves, Kim Fritzler, Kelly Herzog, Mick Daly, Matt Felser, Casey Glowacki
- **Members Absent:** Christina Hofman, Kim Goodrich
- **Staff:** Nikki Davis
- **Guests:** Scott Schlosser (DDA)

Business & Discussion Items

- **Planning for March 3 Town Council Work Session - Establishing Vision and Goals for Economic Development:** The group discussed and refined the vision, goals, and framework for the proposed economic development strategy, focusing on increasing sales tax revenue, job creation, and business retention, with input from recent developer feedback and committee experiences.
 - **Sales Tax Revenue Goal:** Kelly proposed setting a tangible goal of increasing sales tax revenue by 10% annually over the next five years, which was supported and debated by the group, with suggestions to quantify the dollar amount and use historical data to establish a meaningful baseline.
 - **Job Creation and Business Retention:** Kelly suggested creating 50 full-time primary wage jobs over five years and retaining 95% of existing businesses, with strategies including outreach, mentorship, and in-person meetings with all businesses to assess needs and promote available programs.
 - **Business Concierge and Process Improvements:** Casey and others emphasized the need for a business concierge or single point of contact to streamline the process for new businesses, reduce permitting time, and provide clear, quantifiable steps, drawing on feedback from local business owners about bureaucratic challenges.
 - **Developer and Stakeholder Feedback:** Mick and Scott reported on the developers' forum where local developers expressed both frustrations and optimism, highlighting the impact of town leadership changes and the need for clear, optimistic goals to encourage further investment in Eagle.
- **Ordinance 04-2025 Its Impact on Development:** The group discussed the background and effects of the Ordinance 04-2025 related to residential density restrictions, enacted in response to state mandates, detailing its influence on density, setbacks, and specific development projects, and debated the urgency of revising it to support infill and economic growth.
 - **Immediate Development Impacts:** Mick and Scott described how the ordinance affected projects like Capitol Flats, particularly regarding setbacks and density, leading to delays and frustration among developers and highlighting the need for more flexible local standards.

- **Short-Term vs. Long-Term Solutions:** Scott advocated for addressing the emergency ordinance as a short-term priority, separate from broader zoning code changes, to avoid stalling development for 18 months or more, while Mick emphasized linking short-term fixes to long-term strategic growth.
- **Committee Roles and Collaboration:** The group discussed dividing responsibilities between the DDA and EVC, with the DDA focusing on code and ordinance issues and the EVC prioritizing business recruitment and incentives, aiming to avoid overlap and maximize effectiveness.
- **Strategies for Incentives, Tax Policy, and Business Support:** The group debated various incentive strategies, including sustainable tax incentives, commercial vacancy taxes/fees or code enforcement, leveraging data tools, and business retention programs, seeking consensus on actionable recommendations for Council.
- **Development Priorities and Area-Specific Strategies:** The group discussed prioritizing development in key areas such as East Eagle, West Eagle, the fairgrounds, and the recreation campus, considering partnerships, infrastructure investments, and the balance between immediate tax revenue needs and long-term growth.
 - **Infrastructure and Investment Challenges:** The group discussed the dilemma of needing to offer tax incentives to attract development while lacking sufficient revenue, and debated how to prioritize limited funds for infrastructure improvements that would generate economic activity.
 - **Committee Scope and Focus:** Kelly questioned whether the EVC should focus on real estate development or business support, noting that development projects may not immediately generate sales tax, and suggesting a dual approach to address both immediate and long-term needs.
- **Tap Fees, EQRS, and Financial Constraints:** The group examined the challenges posed by high water utility tap fees their impact on development, and the town's financial constraints, debating possible solutions such as fee reductions, payment timing, and the need for bold decisions to balance budgets and encourage growth.
 - **Tap Fee Structure and Impact:** Eric explained that tap fees and EQRS are set to cover past deficits and debt service for the water treatment plant, making reductions difficult without affecting the Town's operating budget, while Mick argued that reducing fees on new projects could generate more revenue than leaving properties undeveloped.
 - **Payment Timing and Financing:** Casey and Eric discussed the burden of paying impact fees at the building permit stage, suggesting that allowing phased or delayed payments could ease financing challenges for developers and encourage more projects.

Adjourn: 10:30 AM

EVC Minutes | March 10, 2026

Call to Order: 9:00 AM

- **Roll Call:**
 - **Members Present:** Eric Eves, Kim Fritzler, Kelly Herzog, Mick Daly (Teams), Casey Glowacki (Teams), Christina Hofman, Kim Goodrich
 - **Members Absent:**, Joel Wallen, Matt Felser
 - **Staff:** Nikki Davis
- **Declaration of Conflict of Interest:** None
- **Business & Discussion Items**
 - 9:00 AM – 3:00 PM | Business Advancement Program – Presentations Day 1
 - Members Present: Eric, Kim F., Kelly, Mick (Teams), Casey
 - Meeting Room: Council Chamber
 - The EVC hosted 15-minute presentations from 18 applicants. The presentations were a combination of in-person and virtual participation.
 - 3:00 PM – 5:00 PM | Deliberations
 - Members Present: Eric, Kim F., Kelly, Casey, Christina, Mick (Teams), Kim G. (Teams)
 - Meeting Room: Castle Conference Room
 - The EVC compared notes and initial scores for the first 18 applicants.

| | Business or Group Name: | Presentation Date & Time: |
|------------------------|--------------------------------|--------------------------------------|
| x | <i>No Presentation</i> | Tues. 3/10, 9:00AM |
| 1 | Aspen Prep After School | Tues. 3/10, 9:15AM |
| 2 | Beyond Golf | Tues. 3/10, 9:30AM |
| 3 | Yoga Off Broadway | Tues. 3/10, 9:45AM |
| 4 | On-Site Veterinary | Tues. 3/10, 10:00AM |
| 5 | Vibrant Health | Tues. 3/10, 10:15AM |
| 6 | Inner Light Juice | Tues. 3/10, 10:30AM |
| 7 | Copy Plus | Tues. 3/10, 10:45AM |
| 8 | Eagle Valley Vision | Tues. 3/10, 11:00AM |
| 9 | Lilith Moon Exchange | Tues. 3/10, 11:15AM |
| 10 | Color Coffee | Tues. 3/10, 11:30AM |
| 11 | ServiceMaster | Tues. 3/10, 11:45AM |
| <i>BREAK FOR LUNCH</i> | | |
| 12 | Mountain Tots Preschool | Tues. 3/10, 1:00PM |
| 13 | Vail Valley Unbound | Tues. 3/10, 1:15PM |
| 14 | DW Dantas Construction LLC | Tues. 3/10, 1:30PM |
| 15 | Motosource Colorado | Tues. 3/10, 1:45PM |
| 16 | Katchbox | Tues. 3/10, 2:00PM |
| 17 | FOODsmith Prep | Tues. 3/10, 2:15PM |
| 18 | Mountain Market & Supply | Tues. 3/10, 2:30PM |

Adjourn: 5:00 PM

Call to Order: 9:00 AM

- **Roll Call:**
 - **Members Present:** Eric Eves, Kim Fritzler, Kelly Herzog, Mick Daly (Teams), Casey Glowacki (Teams), Christina Hofman, Kim Goodrich
 - **Members Absent:** Joel Wallen, Matt Felser
 - **Staff:** Nikki Davis
- **Declaration of Conflict of Interest:** None
- **Business & Discussion Items**
 - 9:00 AM – 3:00 PM | Business Advancement Program – Presentations Day 2
 - Members Present: Eric, Kim F., Kelly, Mick (Teams), Casey
 - Meeting Room: Council Chamber
 - The EVC hosted 15-minute presentations from the remaining 20 applicants. The presentations were a combination of in-person and virtual participation.
 - 3:30 PM – 5:30 PM | Deliberations
 - Members Present: Eric, Kim F., Kelly, Casey, Christina, Mick (Teams), Kim G. (Teams)
 - Meeting Room: Castle Conference Room
 - The EVC compared notes and initial scores for the remaining 20 applicants.
 - The EVC then finalized their award recommendations which will be presented to Town Council for final approval and grant authorization.

| | Business or Group Name: | Presentation Date & Time: |
|------------------------|--|--------------------------------------|
| 19 | Vail Valley Wellness | Wed. 3/11, 9:00AM |
| 20 | Blizzard Boba | Wed. 3/11, 9:15AM |
| 21 | R&H Mechanical | Wed. 3/11, 9:30AM |
| 22 | Vail Closet Co dba 8150 Cabinets | Wed. 3/11, 9:45AM |
| 23 | Canela | Wed. 3/11, 10:00AM |
| 24 | Evolve Spa + Boutique | Wed. 3/11, 10:15AM |
| 25 | Flower Hound | Wed. 3/11, 10:30AM |
| 26 | Eagle Chamber of Commerce | Wed. 3/11, 10:45AM |
| 27 | Old Growth Tree Services | Wed. 3/11, 11:00AM |
| 28 | EagleARTS dba ARTSPaCE | Wed. 3/11, 11:15AM |
| 29 | Altitude AV LLC | Wed. 3/11, 11:30AM |
| 30 | Cole House Studio | Wed. 3/11, 11:45AM |
| <i>BREAK FOR LUNCH</i> | | |
| 31 | Backbowl | Wed. 3/11, 1:00PM |
| 32 | Eagle Climbing + Fitness | Wed. 3/11, 1:15PM |
| 33 | Wiggle Worm Gardens | Wed. 3/11, 1:30PM |
| 34 | Capture the Action (CTA Digital Media) | Wed. 3/11, 1:45PM |
| 35 | Moe's Original BBQ | Wed. 3/11, 2:00PM |
| 36 | Cascade Village Theater | Wed. 3/11, 2:15PM |
| 37 | Yeti's Grind | Wed. 3/11, 2:30PM |
| 38 | Purpose Pilates | Wed. 3/11, 2:45PM |

Adjourn: 5:30 PM

| Name | Type | Position | First Term | Second Term | Third Term | Active |
|----------------------------|-----------------|------------|-----------------------|-----------------------|-----------------------|--------|
| Eric Eves | Voting Member | Chair | June 2022 - June 2025 | June 2025 - June 2027 | | x |
| Kim Fritzier | Voting Member | Vice Chair | July 2024 - July 2026 | | | x |
| Joel Wallen | Voting Member | Secretary | July 2024 - July 2026 | | | x |
| Mick Daly | Voting Member | | May 2019 - Dec 2021 | June 2022 - June 2025 | June 2025 - June 2027 | x |
| Christina Hofman | Voting Member | | June 2022 - June 2025 | June 2025 - June 2027 | | x |
| Kim Goodrich | Voting Member | | July 2024 - July 2026 | | | x |
| Matt Felser | Voting Member | | July 2024 - July 2026 | | | x |
| Kelly Herzog | Alternate | | July 2024 - July 2026 | | | x |
| Nikki Davis | Staff Liaison | | | | | x |
| Casey Glowacki | Council Liaison | | | | | x |
| Form Updated As Of: | | | | | | |
| 4/8/2026 | | | | | | |