

MEAC Meeting | May 4, 2026

- Roll Call:
 - **Members Present:** Holli Snyder, Anna Robinson, Kim Fritzler, Elizabeth Latenser, Patrick Sherwood, Caitlin Pauls
 - **Members Absent:** Chad Milam
 - **Staff:** Molly Furtado
 - **Guests:** Michelle Morgan, Eagle Chamber, Sheryl Staten, Mountain Rec, Mick Daly, EVC

Meeting notes generated by AI:

- **Committee Leadership Transition:** The committee discussed the need to replace the outgoing chair, considered several candidates, and ultimately appointed Kim as the new chair for the year, with all present members voting in favor.
 - **Chair Replacement Discussion:** The group acknowledged the need to replace the outgoing chair, Danita, and discussed potential candidates, including Sheryl, Kim, and others, with input from several members about their willingness and qualifications.
 - **Appointment of Kim as Chair:** After deliberation, Kim volunteered to serve as chair, and the committee formally moved and seconded the motion, followed by a unanimous vote to appoint Kim as chair for the current term.
 - **Role Requirements and Structure:** The committee clarified that a chair is required by their bylaws and discussed the timing and process for these appointments in light of ongoing committee changes.
- **Potential Merger of Marketing and Economic Vitality Committees:** Patrick, Mick, Kim, and other members led an in-depth discussion about the possibility of CONVERGING the Marketing and Communications Committee (MEAC) with the Economic Vitality Committee (EVC), exploring motivations, legalities, and operational considerations, with general support for further investigation.
 - **Motivation for Merger:** Participants highlighted inefficiencies caused by siloed committees and the potential benefits of combining efforts, such as improved communication, shared objectives, and leveraging volunteer expertise for greater impact.
 - **Legal and Structural Considerations:** The group reviewed the legal feasibility of merging, referencing input from the town attorney, and discussed the need to maintain MEAC's authority over event funding as stipulated in its bylaws, as well as the importance of optics and community perception.
 - **Operational Implications:** Members debated how a merged or collaborative structure could function, including the formation of subcommittees focused on specific areas like marketing, events, and

economic development, and the need to ensure compliance with funding restrictions and legal requirements.

- **Next Steps and Consensus:** The committee agreed to further investigate the merger, gather more details, and ensure broad support before presenting the idea to Melissa and other stakeholders, with a show of hands indicating general favor for continued exploration.
- **Branding and Communication Strategy:** The committee discussed the need for a unified branding and communication strategy for Eagle, including clarifying taglines, amplifying community successes, and aligning messaging with the town's vision.
 - **Branding Challenges:** Members noted the existence of multiple taglines and a lack of clear messaging, emphasizing the need to define Eagle's brand and ensure consistency across communications.
 - **Amplifying Successes:** The group agreed on the importance of identifying and promoting community 'wins' to improve public perception and counteract negative narratives.
- **Town Strategic Plan and Committee Alignment:** Mick provided an overview of the new five-year strategic plan developed by the town council, emphasizing key objectives such as economic growth, workforce retention, and event support, and discussed how committee work should align with these priorities.
 - **Strategic Plan Highlights:** The committee reviewed input provided to the town council, including measurable objectives like increasing sales tax revenue by 10% annually, supporting small businesses, fostering local workforce retention, creating new jobs, and streamlining business openings.
 - **Council Feedback and Priorities:** Gina McCracken's summary of the council retreat was shared, highlighting focus areas such as rebranding Eagle as 'open for business,' reducing barriers for businesses, increasing population density, supporting sports tourism, and addressing affordable housing.
 - **Committee Alignment and Action:** Members discussed the importance of aligning committee activities with the strategic plan, including forming subcommittees to address marketing, branding, wayfinding, and sports tourism, and ensuring recommendations are presented to the town council.
- **Committee Relationships with Other Town Entities:** The committee discussed the importance of maintaining strong relationships with the Downtown Development Authority (DDA) and other town entities, with updates on collaborative projects and funding.
 - **DDA Collaboration:** The committee recognized the DDA's role in funding and supporting downtown projects, such as banners and beautification, and emphasized the need for ongoing communication and partnership.
 - **Liaison Roles:** Members serving as liaisons between committees provided updates and facilitated information sharing to ensure alignment of efforts.

- **Event Funding and Sports Tourism Strategy:** The committee examined the allocation of event funding, the importance of sports tourism, and the need for strategic use of resources, while ensuring compliance with MEAC's funding mandate and considering new approaches to maximize economic impact.
 - **Event Funding Mandate:** It was clarified that MEAC's funding comes from a lodging tax designated by voters for events and marketing, and any changes to this allocation would require legal review and possibly a ballot initiative.
 - **Strategic Allocation of Funds:** The group discussed the potential to prioritize funding for events that align with strategic objectives, such as sports tourism, and to attach specific requirements to grants, like promotional activities and partnerships with local businesses.
 - **Sports Tourism Emphasis:** Members agreed that sports tourism is a key driver for the town's economic future and considered ways to support related events, including leveraging new hotel capacity and collaborating with local lodging partners.
 - **Oversight and Subcommittee Structure:** The committee considered forming an events subcommittee to manage funding decisions and ensure that allocations remain consistent with community expectations and legal requirements.
- **Use of Placer AI and Data-Driven Decision Making:** The committee discussed the transition from a traditional dashboard to using Placer AI for mobility and economic data analysis, with Molly, Nikki, and others explaining its capabilities and how it will inform event and funding decisions.
 - **Placer AI Implementation:** Molly and Nikki described how Placer AI uses mobile data and geo-fencing to track event attendance and visitor origins, providing detailed insights for evaluating the impact of events and informing future funding decisions.
 - **Reporting and Accountability:** The committee agreed to require post-event reports from grantees, including data on economic impact, and to use Placer AI data to verify outcomes and guide strategic planning.
- **Beautification and Public Art Initiatives:** The committee reviewed ongoing and proposed beautification projects, including the renovation of the EGE kiosk, new planters with drought-resistant plants, and a public art initiative featuring fiberglass sculptures, with input from Becky, Holli, and others.
 - **Current Beautification Efforts:** Becky and others are working on enhancing Broadway with new planters, using native and drought-resistant plants due to water restrictions.
 - **Public Art Project:** A proposal was made to install fiberglass animal sculptures throughout Eagle, with discussions about selecting a theme that reflects the town's identity and the need for funding and prototype development before the upcoming flight days event.
- **Committee Meeting Scheduling and Attendance:** The group addressed challenges in scheduling regular committee meetings, discussed preferred days and times, and agreed to coordinate with all members to ensure consistent attendance moving forward.

- **Scheduling Challenges:** Members noted difficulties in finding a meeting time that works for everyone, with past issues related to Monday afternoons and Wednesday mornings, and agreed to follow up with absent members to finalize a schedule.
- **Future Meeting Plans:** The committee tentatively scheduled the next joint meeting with the 'Movers and Shakers' group for June 1st and agreed to coordinate further with EVC and other stakeholders.
- **Flight Days Event Planning:** The committee provided updates on the upcoming Flight Days event, including changes to the parade route, new activities like movie night and a scavenger hunt, and volunteer coordination efforts.
 - **Event Logistics:** The parade will run in the opposite direction from previous years, and new activities such as a Friday night movie and a zookeeper-themed scavenger hunt are planned, with volunteer sign-ups being coordinated.
 - **Volunteer Recruitment:** Committee members discussed using SignUpGenius for volunteer registration and reaching out to local organizations and media for additional support.

Follow-up tasks:

- **Committee Convergence Exploration:** Further investigate and develop bullet points on how the convergence or collaboration between MEAC and EVC could work, including membership structure and legal considerations, and report back to the group. (Molly)
- **Committee Convergence Approval Process:** Consult with Melissa regarding the process and implications for committee membership if MEAC and EVC converge, and clarify next steps based on group consensus. (Molly)
- **Special Meeting Scheduling:** Coordinate with Eric Eves and Nikki to schedule a special EVC meeting to discuss the convergence topic and report back at the June 3rd MEAC meeting. (Kim)
- **Flight Days Volunteer Coordination:** Send out a SignUpGenius or similar volunteer registration for Flight Days events, including the fun run and movie night activities. (Caitlin)
- **Flight Days Volunteer Recruitment:** Reach out to local newspaper staff and other potential sources to recruit additional volunteers for Flight Days. (Holli)
- **Meeting Time Coordination:** Follow up with Chad to confirm his availability for Wednesday morning meetings and finalize the regular meeting schedule for the committee. (Molly)
- **Fiberglass Sculpture Project Funding:** Meet with Holli to learn more about the fiberglass sculpture project and follow up on the request for above target funds for the project. (Molly)