



**Economic Vitality Committee
Thursday, June 11, 2026, 1:00 PM
Virtual Meeting**

This agenda and the meetings can be viewed at www.Townofeagle.org.

PUBLIC WIFI – Town of Eagle Public WiFi

MEETING ACCESS

- a This is a virtual meeting of the EVC through Teams.

Microsoft Teams meeting

Join:<https://teams.microsoft.com/meet/278724113664331?p=usbTc8XLF0ycC6u8Pj>

Meeting ID:278 724 113 664 331

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Phone conference ID:326 770 393#

CALL TO ORDER AND ROLL CALL - 1:00 PM

DECLARATION OF CONFLICT 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 May 27, 2026

STAFF & OTHER UPDATES

- a Department Updates

BUSINESS & DISCUSSION ITEMS

- a Discussion: Streamlining Focus and Efforts between the -
1. ([LINK](#)) 2023 Economic Development Plan, and
2. ([LINK](#)) 2026 Strategic Plan
- b Placer.ai and Public Facing Reports
1. ([LINK](#)) June 2026 Community Visitation Snapshot

FUTURE AGENDA ITEMS

- a Next EVC Quarterly Meeting – July 9, 2026
 - 2026 Strategic Plan and Recommendations for 2027 Budget Cycle
 - Sports Tourism, guest speaker Mike McCormack
 - EVC vacancies and recommendation for new appointments
 - Update on EVC & MEAC merger, bylaws

ADJOURN – 2:00 PM

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

EVC Minutes | May 27, 2026 (Teams only meeting)

Generated by AI. These meeting notes have been checked for accuracy.

Call to Order: 11:05 AM

Roll Call:

- **Members Present:** Eric Eves, Kim Fritzler, Mick Daly, Joel Wallen, Christina Hofman, Casey Glowacki
- **Members Absent:** None
- **Staff:** Nikki Davis, Molly Furtado
- **Guests:** Scott Schlosser (DDA)

Declaration of Conflict of Interest: None

Approval of Minutes: Minutes dated February 19, 2026; February 24, 2026; March 10, 2026; March 11, 2026; and April 9, 2026

- Motion to approve by Mick, seconded by Kim. Motion carried.

Staff & Other Updates:

- Welcome Jessica Johnsen, new Community Development Director (not present).

Business & Discussion Items:

- **Proposal to Merge EVC and MEAC:**
 - **Background and Rationale:** Kim explained that the idea for merging EVC and MEAC (the Marketing & Events Advisory Committee) originated from ongoing discussions about branding and economic vitality, with input from Patrick Sherwood (MEAC) and Mick. This was reinforced by recent strategic planning and the need for a unified approach to marketing and business engagement.
 - **Committee Structure and Subcommittees:** Kim outlined a proposed structure where the merged committee would meet monthly, with subcommittees focused on areas such as data analysis (Placer.ai), events, branding, and wayfinding, leveraging the diverse talents of current members.
 - **Consensus and Next Steps:** The group agreed to proceed with the merger, with Nikki and Molly tasked to begin drafting new bylaws and preparing for council approval, aiming for implementation in Q1 2027.
 - **MEAC Perspective and Funding Concerns:** Molly and Kim shared that MEAC members were supportive of the merger but raised questions about

protecting event funding, especially regarding the allocation of lodging tax funds and ensuring continued support for local events.

- **Strategic Plan Alignment and Branding Initiatives:**
 - **Branding as a Strategic Priority:** At their May 26 meeting, Town Council added branding as a top objective in the strategic plan, recognizing its role in economic development and community identity.
 - **Challenges in Defining Community Identity:** Mick and Scott discussed the complexities of branding for Eagle, noting the distinct identities of different commercial districts and the need to find common ground, while Casey advocated for a unified approach that emphasizes the whole town.
 - **Learning from Other Communities:** Scott suggested consulting with Jessica, who relocated from Grand Junction, to understand best practices in district branding and organization, referencing Grand Junction's success in integrating various districts under a cohesive brand.
 - **Potential Retreat and Expert Involvement:** Kim proposed inviting Ryan Short, the author of 'A Civic Brand' for a retreat to help the group deepen their understanding of civic branding and align efforts for the merged committee.

- **Business Engagement and Outreach Programs:** Nikki, Kim, and Mick discussed expanding business outreach through regular roundtables and events, referencing models from Montrose and the Chamber's new strategy to foster continuous engagement with the business community.
 - **Quarterly Roundtables and Engagement:** Nikki and Kim proposed a recurring industry-specific roundtables to facilitate ongoing dialogue with local businesses, inspired by Montrose's DART program. Mick added that the Eagle Chamber's former Business Advocacy Committee has shifted to the Business Action Committee.
 - **Movers and Shakers Meetings:** Molly explained that the 'Movers and Shakers' meetings serve as a platform for all advisory committees to collaborate, share updates, and align on economic development initiatives.
 - **Business Advancement Program Updates:** Casey inquired about the impact of the Business Advancement Program, with Nikki reporting the grant winners are underway. Staff are brainstorming ways to showcase these successes through social media and video testimonials.

- **Pursuit of State Designations for Economic Development:** Nikki and Kim discussed the potential for pursuing Colorado Main Street and Colorado Creative

District designations to enhance Eagle's visibility and support economic and cultural development.

- **Colorado Main Street Designation:** Nikki explained that the Main Street designation for Broadway/the DDA district is a state program with manageable requirements, including placemaking and business activation, and could be an achievable short-term goal for the group.
- **Colorado Creative District Designation:** Nikki noted that the Creative District designation has more stringent criteria, requiring a well-established arts community and dedicated budget, but could be a long-term focus for the merged committee.
- **Data Collection and Placer.ai:** Staff are working to set up a Town of Eagle email for Joel. This will enable him to access the Town's Placer.ai account for continued report and analytics evaluation.
 - **Report Planning for Upcoming Meetings:** Nikki suggested that committee members prepare ideas for desired reports ahead of the June 11th meeting, aiming to leverage Placer.ai data for both economic vitality and business performance insights.
- **Sports Tourism and Event Funding Concerns:** Kim, Molly, and Casey discussed ongoing challenges related to sports tourism funding, specifically the Town of Eagle's decision not to fund the rodeo rink, and the need for improved communication with stakeholders.
 - **Timing and Process Issues:** Casey explained that the request for rink funding came at the last minute, making it difficult to coordinate support, and emphasized that earlier engagement could have led to a different outcome.

Adjourn: 11:46 AM



To: Mayor and Town Council
From: Melissa Daruna, Interim Town Manager
Date: June 9, 2026
Re: Town Manager Report

Administration and Organization Updates

Over the last couple of weeks, my activities were focused on governance and Town Council support, development review and planning, team support and some regional coordination. A significant amount of time was spent working with staff to refine upcoming Council and work session agenda items, particularly around the Strategic Plan and other business items. I also coordinated with staff on upcoming work session topics to ensure we are well-positioned for productive Council discussions.

I continued regular one-on-one meetings with key staff, including Administration and Finance, as well as broader check-ins with the leadership team. On the operational side, I spent time ensuring completion of payroll-related items, including staff timecard approvals, and providing added support while our HR manager was on vacation leave.

I remained actively involved in several development projects and planning efforts, including participation in the Haymeadow preliminary plan presentation and internal discussions and the RMR DSIA preparation as it relates to conditions of approval and irrigation requirements. Our new staff and the team are settling in well and I am grateful for Jessica and Dan jumping right in to the work and supporting an environment of collaborative problem solving. Overall, these efforts reflect continued coordination across staff, departments, applicants, and consultants to move projects forward.

Finally, I would like to give a **big shoutout and “thank you” to our Sustainability Specialist, Kira Koppel**, for her work and coordination on a federal tax credit program related to the solar array at the water and wastewater treatment plan. Kira’s creative problem-solving, connectivity in the sustainability world and dedication to the Town’s goals resulted in a cash reimbursement of over \$900,000 on the project, roughly 1/3 of the project cost. Kira provides greater detail on this initiative in the Department Report. Great work Kira!

Strategic Planning

I continued working with staff on the Strategic Plan, including refining timelines, expectations, and overall alignment with Council direction. The final draft is before you tonight for consideration for adoption. Should additional edits be desired, we can incorporate them and bring the plan back for adoption on June 23rd as well.

We also discussed opportunities to communicate key elements of the plan more broadly with community stakeholders. We look forward to formally launching the plan later this month and into July.

Special Projects

Eagle River Park Coalition

Councilwoman McCrackin and I met with members of the coalition and their contract grant writer to discuss roles and expectations as well as some upcoming grant deadlines. We strategized the most appealing grant opportunities

for planning, including funding options through GOCO and the Colorado Water Conservation Board. Next steps include a joint meeting with our new GOCO Regional Grant Officer to explore funding potential as well as preparing any letters of support or matching fund allocations for Council review and approval.

Community Engagement – Showdown Town Booth

Summer is here and our beloved Thursday night concerts in the park are slated to begin in July. In previous years the Town Manager, Mayor and other Council members have hosted the Town of Eagle booth to provide community information and opportunities to connect with residents. I would appreciate participation from the Council at this year’s events as well. This will be a great opportunity to continue education on the Strategic Plan and to kick start inspiration for the civic branding initiative. More details to come. [You sign up for specific dates here.](#)

Active Land Use Applications - [Active Land Use Applications | Town of Eagle, CO - Official Website](#)

Work Sessions

To help the Town Council stay informed about upcoming work sessions, the following table outlines topics to be discussed over the next several months. Preparing in advance is helpful, as it allows effective planning and execution of a work session. Staff will maintain this table in the report and make any necessary adjustments.

Please note: We have changed some meetings in June, July and August to accommodate the launch of the strategic plan.

WORK SESSIONS in 2026:

Date	Topic
January 6	WUI Code Updates
February 3, 2026	Town of Eagle Organization & Operations
March 3, 2026	Advisory Committees
April 7, 2026	Development Review Process
May 5, 2026	Capital Project Prioritization
June 2, 2026	Housing
July 7, 2026	2026 Strategic Plan Community Gathering
August 4, 2026	Long-Range Planning
September 1, 2026	TBD
September 15, 2026 (3:30 – 5:30 p.m.)	2027 Budget
September 29, 2026 (3:30 – 5:30 p.m.)	2027 Budget
October 6, 2026	TBD
November 3, 2026	TBD
December 1, 2026	TBD



To: Mayor and Town Council
From: Melissa Daruna, Town Manager, and Department Leads
Date: June 9, 2026
Re: Department Updates for May 2026

ASSISTANT TOWN MANAGER

May 2026

Please refer to Town Manager Report

ECONOMIC DEVELOPMENT

May 2026

- **2024-2025 Downtown Eagle Project Investment Program:** Staff are closing out the Rural Economic Development Initiative (REDI) grant. Our contract with the DOLA ends on June 30. This initiative infused Downtown Eagle with \$100,000 in grants ranging from \$1,350 to \$10,000. Leveraging the DDA's property tax increment, the program supported the opening, expansion and site improvements for 16 businesses.
- **Spend a Day in Grand Junction:** Staff spent a day with Grand Junction DDA Executive Director, Brandon Stam. This behind-the-curtain tour of their DDA's history, successes, partnerships, aspirations, and struggles was invaluable. Some R&D (Research & Duplicate) inspiration below:
 - [GJ Union Depot Rehabilitation and Adaptive Re-use](#)
 - [Our Lady of Perpetual Motion](#)
 - [Downtown GJ Gift Card Program](#)
- **Placemaking on Broadway:** With the increased traffic downtown, the DDA helped fund a series of overhanging banners to promote what makes Eagle awesome (summer events, retail, restaurants, outdoor rec). They are also investing in a second painted sitting bear, coming soon!
- **Broadband for Eagle Businesses:** Staff (IT, Town Clerk, Economic Development, Town Manager) are collaborating on incentive options aimed at increasing business subscriptions. Additional details on rollout forthcoming.
- **NEW! Community Visitation Snapshot:** If you missed this in the June *Eagle Today*, [check it out here](#). Designed to be quick reads, the snapshots offer historic data to help our business community forecast and prepare for changes in visitor trends. Look for these monthly.

HOUSING

May 2026

- **Transition Planning with The Valley Home Store:** Staff and TVHS have finalized the redline changes to the existing IGA. Once fully executed by the Town and Eagle County, this IGA will be in place through the remainder of 2026. The arrangement prioritizes transfer of all historic LERP homeowner data to the Town, administrative training, and continuing to facilitate transfers through the end of the year. In conjunction with Tyler Tech implementation, staff will begin planning how unit transfers (real estate transactions) will be managed.

SUSTAINABILITY

May 2026

- **Building Electrification Project** – Contractors will be at Town facilities for a few weeks starting on June 15th, working to improve the building envelopes (door sweeps, air sealing, caulking, etc.).
- **Phase 3 with ESG** – You will see a business item tonight to consider the next phase of our work with ESG, focused on water meter replacements, battery energy storage, and distributed solar. This work helps us update our infrastructure while also working to reduce ongoing utility bills.
- **IRS elective/direct pay credit received** – The Town received a \$940,333.11 check for our elective/direct pay credit from our solar array project at the Lower Basin Water Treatment Plant and Wastewater Treatment Plant. This returned 32% of the total project cost.
- **Sustainability Grant Funding** – Multiple applicants have been awarded funding, and the Sustainability Advisory Committee (SAC) is in conversations with the final applicant for potential funding.
 - Eagle Valley Elementary School Garden Project - \$2,075
 - Eagle Valley Elementary School Recycling Project - \$6,000
 - Walking Mountains Energy Efficiency & Electrification Rebates - \$20,000
 - The fourth application's status is pending further SAC discussion and determination.

As a reminder, the Town contributed \$15,000 to this year's Community Sustainability Funding via our contribution to the Palmer Fund, and the Palmer Fund contributed the other \$19,000. All contracting will occur through the Palmer Fund to improve the applicant process and simplicity of the program.

- **Bike to Work Day** – The Town is hosting 2 Bike to Work Day stations on June 24th from 7-9 am, one outside Color Coffee and one outside of Town Hall. We will have breakfast snacks and coffee, as well as participation from Seagull's Cycles and Mountain Pedaler.
- Sustainability staff supported the **May Cleanup & Hard2Recycle event**. The compost station was especially popular with great interest and positive feedback from residents.

SPECIAL EVENTS

May 2026

- Town produced events for May: Cleanup & Hard2Recycle Event
- Town liaison for May events: Community Pride Highway Cleanup, Boneyard Boogie, 2nd Friday Gallery Night, Vail Valley RIDE, The Cycle Effect Brews & BBQ, BCES Biathlon, BMX State Race, Topsoccer
- Special Event Permit Applications received: Eagle River Park Coalition Beer & Surf, Eagle Mushroom & Wild Food Festival
- Movers & Shakers (June 1) included the Strategic Plan, Wayfinding Project, Flight Days, Creative Placemaker, Eagle River Tubing Company.
- Partnering with Vail Daily/Down Valley Low Down on community summer events calendar
- Met with Tim Jones, Executive Director for Longer Tables. Our Community Table will be promoted with 150 Tables Across Colorado.
- Site visit with the CO High School Cycling League. They are requesting a small addition to the Haymaker High School Racecourse to include easy access for middle schoolers.
- Implemented the Creative Placemaker Project, which features a fiberglass sitting bear. The installation is conceived as a placemaking anchor to help draw visitation, a sculpture that generates curiosity, and a reason for people to linger, take photos. Dimensions (38" H x 42" W x 43" D).
- Downtown Development Authority (DDA) is supporting the Creative Placemaker Project by sponsoring a sitting bear.
- Life jackets are available to use at the Eagle River Park PFD loaner station, special thanks to Vail Health.
- Eagle River Tubing Company begins service on June 12, open daily, 11am-5pm. Outfit also received approval from the County to run a shuttle from the fun lot. Visit Eaglerivertubing.com

- Flight Days, June 26 & 27! Registration is LIVE for the Splash of Color Fun Run, Parade on Broadway, and Pet Contest. For a complete schedule, check out Eagleoutside.com/flightdays

COMMUNICATIONS

May 2026

Facebook Analytics:

- Total Followers: 4,919
- May Views (Number of times our content was played or displayed): 135,666
- Highest Engagement:
 - Tom G Video about the source of Eagle’s water - 18,381 views
 - Capitol Street Improvements – 10,414 views
 - Hard 2 Recycle Event – 7,865 views
- Created videos created for Community Pride Highway Cleanup, two Council meeting invitation videos, history of Brush Creek Watershed Management Plan, Hard2Recycle event, Nat’l Public Works Week, EC Alerts with Director of Emergency Management, and the source of Eagle’s water (Total Watch Time: 6d 15h)

HWY 6 Digital Sign: Creation of Graphics + Scheduling for 15 Messages

News Flash Updates: Stage 2 Water Restrictions Remain in Effect, Restroom Repairs at Town Park, Community Slash Removal/Chipping Program, Capitol Street Improvements (weekly updates), D.I.R.T. Crew, 6th Safest City in Colorado, Business Advancement Program Winners, Cops & Bobbers, Hard2Recycle Event, Bike/Walk to School Day

INNOVATION TECHNOLOGY

May 2026

Broadband update:

- 41 business/government subscribers, 135 residential subscribers, 4 new signups in May
- Broadband services billed last month: \$16,646.85.
- Transition to new NOC (Network Operation Center) should be finalized next month.

COMMUNITY DEVELOPMENT

May 2026

Planning

Approved Applications:

DR25-10 – McDonald’s (291 Eby Creek); P&Z 5/5

DR25-08 – Haymeadow RMF-4 & 5; P&Z 4/21; TC 5/12

Denied Applications:

Continued Applications:

P&Z Recommendations:

LAND USE APPLICATIONS IN PROGRESS

For more information and to access project documents, visit the Town’s [Active Land Use Applications Page](#).

446 Broadway – Minor Development Permit

- 2nd round comments sent on 4/27; comment review with applicant 5/6; meeting w/Planning staff, Town Manager and applicant on 5/28; awaiting resubmittal from applicant.

New Electric, 629 Sawatch Road – Minor Development Permit

- Partial resubmittal on 5/5 - staff transition of application; staff reviewing application for code compliance.

301 Broadway – Minor Development Permit

- Applicant submitted new Lot Line Adjustment application with resubmittal materials, referral responses due back to applicant week of 5/11; application scheduled for P&Z on June 16. Final review of plans still required; this review will occur after the public hearing, and may warrant a rehearing of the application by P&Z.

Bluffs PUD Amendment

- The applicant is making revisions to ensure alignment with HOA covenants and design guidelines.

332 Grand Avenue – Major Development Permit

- Referral comments sent to applicant 4/28; awaiting resubmittal from applicant.

Capitol Flats – Preliminary Plat, Rezoning, and Right-of-Way Vacation

- Applicant has been sent comments and is working through addressing them. The right-of-way vacation will be moved through public hearing first and is scheduled for June 16 and July 14.

Red Mountain Ranch – PUD Amendment (Minor, administrative decision)

- Application to amend front setbacks for single family dwellings submitted; staff preparing notice of determination (as of May 6); documents are under legal review (June 2).

Haymeadow Preliminary Plan (Neighborhoods A2, B, C, & D)

- Application for Preliminary Plan/Plat for the rest of the Planned Unit Development. Staff have had a kick-off meeting with the applicant and are sending comments to the applicant on the updated Memorandum of Understanding (MOU). Phase 1 of this application review will be an internal staff review focused on internal road layout and lotting.

Haymeadow Townhome Plat – RMF-2A

- Application submitted and under completeness review.

894 Chambers Development Plan

- Application submitted and under completeness review and determination for major or minor.

APPLICATIONS IN POST-DECISION CLOSE-OUT (REQUIRED PRIOR TO BUILDING PERMIT OR OTHER NEXT STEP)

- Red Mountain Ranch Preliminary Plan & Major Development Plan
- Haymeadow RMF-4/5 Final Plat & Major Development Plan
- 1215 Chambers Minor Development Plan
- McDonald’s Minor Development Plan

UPCOMING ANTICIPATED APPLICATIONS

- Eagle Justice Center Expansion – Development Plan
- Capitol Theater – unknown type
- Haymeadow Townhome Plat – RMF-4/5
- Haymeadow Lot Line Adjustments – Filing 2 duplexes
- Haymeadow Resubdivision of RMF-3 in Filing 1

Administrative Approvals (Encroachment Permits, Sign Permits, Use Approvals)

- Currently reviewing 4 Sign Permits, 0 Encroachment Permit, 0 Mobile Vending Permits, and 1 Use Review.
- 34 Business Licenses have been reviewed so far this year.
- 2 Sign Permits have been approved and issued so far this year.
- 1 Encroachment permits have been approved and issued this year.
- 1 Mobile Vending Permit renewal has been approved and issued this year.
- 5 Pre-Application Meetings have been scheduled so far this year.

NOTABLE UPDATES

- Software: Staff have selected Tyler Technologies as the Department’s new permitting software, and Council has approved the vendor contract. Anticipated roll out for Community Development to be concurrent with the Municipal Court.

TRAINING/CONFERENCES:

- 2021 IECC residential and commercial overview, and overview of regional energy code amendments.
- Mountain Towns 2030 Regional Forum: Code Readiness for Colorado Mountain Communities.
- Western Matters Rural Summit
- Rocky Mountain Leadership Program
- GIS Training
- APA Colorado Conference

MAJOR CONSTRUCTION PROJECTS

Business Name	Location	Status
RHG Ph II	16186 Hwy 6	All permits issued.
Haymeadow	Mount Hope	Building permit issued for 9 single family – 3 Townhouses w/ 1 postponed till spring and 2 permits issued

Building

The figures below show general activity levels not broken down by permit type (building, plumbing, mechanical, etc.)

TYPE OF WORK PERFORMED	EOY 2024	EOY 2025	2026
Inspections (n/i Planning, Public Works)	1944	1742	716
Permits Processed	334	425	111

P&Z and Council Meeting Schedule

June 2026
June 2 nd (Work Session)

<ul style="list-style-type: none"> • Housing Strategies
June 2 nd (Planning Commission) <ul style="list-style-type: none"> • canceled
June 9 th (Town Council) <ul style="list-style-type: none"> • Resolutions Appointing Additional PZ Commissioners (consent agenda)
June 16 th (Planning Commission) <ul style="list-style-type: none"> • 301 Broadway Development Plan • Capitol Flats ROW Vacation
June 23 rd (Town Council) <ul style="list-style-type: none"> •
July 2026
July 7 th (Work Session) <ul style="list-style-type: none"> • Strategic Plan
July 7 th (Planning Commission) <ul style="list-style-type: none"> •
July 14 th (Town Council) <ul style="list-style-type: none"> • Capitol Flats ROW Vacation
July 21 st (Planning Commission) <ul style="list-style-type: none"> •
July 28 th (Town Council) <ul style="list-style-type: none"> •