

**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