

EVC Minutes | April 9, 2026 (Teams only meeting)

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

**Call to Order:** 1:03 PM

- **Roll Call:**
  - **Members Present:** Eric Eves, Kim Fritzler, Mick Daly, Joel Wallen, Casey Glowacki
  - **Members Absent:** Christina Hofman, Kim Goodrich, Matt Felser
  - **Staff:** Nikki Davis, Melissa Daruna, Kyle Brotherton
  - **Guests:** Scott Schlosser (DDA), Michelle Morgan (Chamber)

**Declaration of Conflict of Interest:** None declared.

**Approval of Minutes:** Approval of minutes was tabled to the next meeting.

- 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:**

- Upcoming EVC Member Terms
  - Kelly Herzog officially stepped down from the committee.
  - Kim Fritzler and Joel will renew terms. Need confirmation from Kim Goodrich and Matt on renewal.
  - Staff will open the committee application to fill vacancies.
  - Other requests:
    - Formalize a DDA liaison on the EVC and vice versa
    - Consider amending term limits in the EVC bylaws
    - Consider allowing for multiple Alternates to ensure a consistent quorum

**Staff & Other Updates:**

- **Chamber and Screaming Eagle Charity Golf Tournament:** Michelle provided an update on the Screaming Eagle Charity Golf Tournament, including fundraising figures, event logistics, sponsorship opportunities, and the need for silent auction donations, engaging the group in supporting the event.
- **DCI's In The Game Conference:**
  - **Tax Increment Financing Collaboration:** Kim F. described sessions focused on tax increment financing for new housing projects, emphasizing the role of the DDA as a liaison between developers and the city, and the collaborative financial arrangements.
  - **Local Developer Engagement:** The group discussed the value of attracting local developers for downtown projects, referencing successful models from

Grand Junction and Glenwood Springs, and the importance of community-based development.

- **Developer Forum Outcomes:** Mick and Scott explained the privately-led developer forum, facilitated by Clark Anderson, which brought together 18 developers and resulted in a four-page summary sent to council, with positive feedback from local developers.
- **Strategic Planning Coordination:** Plans were made for Scott and Mick to meet with Melissa and Bryan before the strategic plan retreat to ensure alignment and understanding of developer feedback and context.

### **Business & Discussion Items:**

- **Business Advancement Program Implementation:**
  - **Council Approval and Grantee Notification:** Nikki reported that the Business Advancement Program recommendations were approved by the town council, grantees and non-awardees were notified, and a public announcement is being prepared.
  - **Feedback and Future Improvements:** Casey and others shared feedback from business owners about the intimidating presentation format, suggesting a more conversational approach for future programs and considering annual budget allocation for the program.
  - **Marketing and Impact Measurement:** Ideas were proposed for marketing the program, such as window stickers for recipients, and leveraging Placer.ai data to measure economic impacts and sales tax revenue increases resulting from the grants.
- **Placer AI Data Onboarding and Utilization:** Joel, Nikki, and others discussed the onboarding of Placer.ai, emphasizing the importance of understanding data derivation, running test cases, forming a subcommittee, and planning to use the data for economic reporting and marketing.
- **Consideration for Combining MEAC and EVC:** The group explored the idea of merging MEAC and EVC to streamline marketing, events, and economic vitality efforts, citing overlapping goals, current vacancies, and the potential for a stronger unified group.
  - **Marketing and Branding Focus:** Mick highlighted past frustrations with MEAC's lack of marketing focus, but recent changes have brought both committees closer to embracing marketing and branding as central elements.
  - **Strategic Plan Alignment:** The group agreed to wait for the publication of the strategic plan in May or June before making a final decision, intending to align committee actions with the plan's mission, vision, and values.
- **Open for Business Campaign and Retail Recruitment:** The group discussed launching an 'Open for Business' campaign, leveraging Placer.ai data and strategic

planning to proactively recruit retailers and developers, including participation in industry conferences and creating pitch materials.

- **Retail Recruitment Strategies:** Eric and others discussed attending conferences such as OR and ICSC to promote Eagle's opportunities, collaborating with developers, and identifying unique retailers that fit the town's vision.
- **Branding and Vision Development:** The group emphasized the importance of a compelling brand and vision, which will be clarified in the upcoming strategic plan, to support recruitment efforts and unify messaging.
- **Historical Context and Future Direction:** Mick referenced past economic development plans and the need for a realistic approach to retail recruitment, moving away from nonprofit models.
- **Sports and Recreation Tourism Opportunities:** Eric introduced the topic of sports and recreation tourism, outlining the potential for expanding investment in recreation campuses, fairgrounds, and leveraging sales tax data, with plans to invite Mike McCormack to present at the next meeting.
- **Strategic Plan Timeline and Next Steps:** The group discussed the timeline for the new strategic plan, expected in May or June, and agreed to potentially schedule a special meeting to review and align committee actions with the plan, ensuring all committees are informed and involved.

**Adjourn:** 2:25 PM