

DDA Meeting | May 19, 2026

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Call to Order: 1:03 PM

Roll Call:

- **Members Present:** Lachie Thomas, Andrew Atkins, Marci Leith, Jake Roach, Keith Carrieri (Teams), Scott Schlosser (Teams), Greg Schroeder (Teams)
- **Members Absent:** None
- **Staff:** Nikki Davis, Melissa Daruna, Jessica Johnsen, Molly Furtado, Kira Koppel
- **Guests:** Bryan Woods (Town Council), Mick Daly (EVC), Troy Bernberg (Northland Financials)

Conflict of Interest Disclosure(s): None

Approval of Minutes: Minutes dated March 17, 2026

- Motion to approve made by Lachie, seconded by Andrew. Motion carried.

Administrative:

- a. Upcoming Member Terms
 - Marci and Lachie are each scheduled to term on June 30, 2026. Both confirmed they will each renew for a four-year term.
 - Staff will bring forward request related to increasing number of DDA board members.
- b. Annual Board Election in July (Chair & Vice Chair)
 - Nikki, Greg, Scott, and Andrew to meet and discuss how board can better support staff, especially in light of the new strategic plan.

Updates:

- a. DDA Financials – None
- b. EVC – Mick provided updates on the EVC's focus areas, including placer AI data, sports tourism, efforts to collaborate on marketing and branding with MEAC, and ultimately merge the two advisory committees.
- c. Eagle Chamber – Mick reported that the Chamber committee changed its focus from advocacy to action (now the Business Action Committee), reflecting on the committee's ability to lobby due to its tax status and encouraging members to utilize this capability.
- d. Town Department Updates – Various topics, including -
 - Nikki, Melissa, and Jessica provided updates on new staff appointments (Melissa serving as Town Manager and Jessica as Community Development Director) and rolling out the 2026 Strategic Plan.
 - Jessica added that the Grand Junction DDA was involved in reviewing downtown projects and sometimes had approval authority for certain land use applications. The team discussed the potential for similar collaboration in Eagle,

- including the DDA receiving regular notification of public improvements and the board taking a proactive stance on code amendment recommendations.
- WUI code is now live with impacts to regulating building materials and landscaping standards. An updated WUI Town map is forthcoming.
 - Updates on the Capitol Street Improvement project continue to be featured on the Town's website and Facebook.

Business & Discussion Items:

- a. **Broadway Activation Funding and Placemaking Initiatives:** Molly provided an update on the Broadway activation initiatives – banners, flower/landscaping, and additional string lights. ultimately deciding to reallocate funds from bistro lights and planters to sponsor a public art 'Sitting Bear' installation, with detailed discussion on costs, logistics, and community engagement.
 - Jake motioned to approve \$5,000 for a DDA-sponsored Sitting Bear, seconded by Andrew. Motion carried.
- b. **EV Charging Infrastructure on Broadway:** Kira presented options and considerations for installing EV charging stations on Broadway, including funding, siting, partnership opportunities, and alignment with the town's net zero goals, with board members discussing technical, financial, and strategic aspects. The board expressed strong support for pursuing EV charging infrastructure.
- c. **Property Inclusions:** The group discussed strategies for including additional properties and potentially town-owned parcels into the DDA, focusing on timing, valuation, legal processes, and the broader strategic impact for future development and tax increment financing. The board discussed the complexities of railroad crossing licenses, which could affect access and future development north of Grand Avenue. The need for coordination with property owners, the railroad, and the town's ongoing Grant Avenue project was highlighted. Troy and Scott will contact Capitol Flats.
- d. **Second Street Activation:** The group discussed recent business owner concerns about potential street closures and activation on Second Street, referencing the Grand Avenue Corridor Plan and emphasizing the need for further study, data, and programming before allocating funds for activation.
- e. The following topics were not discussed and tabled to a future meeting:
 - Downtown Eagle Project Investment Program – REDI Grant Closeout
 - Registration List for Business and Property Owners
 - Formation of an Arts District

Future Meetings / Agenda Items:

- a. Town Code Changes – DDA Involvement

Adjourn: 3:08 PM