

EVC Minutes | January 8, 2026

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Call to Order: 1:00 PM

- **Roll Call:**
 - **Members Present:** Eric Eves, Kim Fritzler, Joel Wallen, Kim Goodrich (Teams), Matt Felser (Teams), Kelly Herzog, Bryan Woods
 - **Members Absent:** Christina Hofman, Mick Daly
 - **Staff:** Nikki Davis, Kyle Brotherton, Melissa Daruna
 - **Guest:** Casey Glowacki (Town Council), Scott Schlosser (DDA)

- **Approval of Minutes:** Minutes dated December 11, 2025
 - Motion to approve by Kim F., seconded by Eric. Motion carried.

- **Admin:**
 - **Committee Officer Elections and Roles:** The committee conducted officer elections, confirming Eric as Chair, Kim Fritzler as Vice Chair, and Joel as Secretary. The group discussed the responsibilities and logistics of these roles. Eric, Kim, and Joel will collectively serve as Committee Coordinators acting as liaisons between the committee and staff.
 - **Chair, Eric Eves.** Nomination presented by Kim F. and seconded by Eric. Motion carried.
 - **Vice Chair, Kim Fritzler.** Nomination presented by Eric and seconded by Kim F. Motion carried.
 - **Secretary, Joel Wallen.** Nomination presented by Eric and seconded by Kim F. Motion carried.

- **Updates from DDA and Chamber:**
 - **DDA and Chamber Updates:** The Chamber is compiling results from its recent Member and Non-Member surveys to be shared publicly in February.
 - **DDA:** The DDA is taking a more active role to alleviate pressure on Nikki. The Board also interviewed two candidate to fill a vacancy.
 - **MEAC Advisory Focus Group:** The Marketing & Events Advisory Committee (MEAC) will host a focus group event on March 2nd, requesting one member from each advisory group and the DDA to discuss coordination, avoid duplication, and explore joint marketing efforts.

- **Marketing and Branding Coordination:** MEAC discussed the need for unified marketing and wayfinding strategies, referencing overlapping efforts by DDA, EVC, and MEAC, and the importance of presenting a cohesive message to visitors and residents.
- **Business Advancement Program (BAP) Launch and Promotion:**
 - **Program Launch and Webinar:** The BAP is live, with a webinar scheduled for January 21st to provide an overview, best practices, and Q&A, featuring staff and sustainability specialist Kira Koppel to address bonus points for sustainability initiatives.
 - **Application Process and Eligibility:** Applications are due February 19th, with a 45-day window, and awards ranging from \$3,000 to \$20,000 for project improvements and up to \$5,000 for housing stipends. Eligibility requires businesses to operate within Eagle and have no delinquent fees or permits.
 - **Selection and Reporting Requirements:** The EVC will serve as the selection committee, recommending awards to the Town Council. Applicants must provide an itemized budget and pro forma, with receipts required at project completion to verify matching funds.
 - **Promotion and Outreach:** Kim F. volunteered to create a short promotional video, and the committee discussed distributing flyers, social media posts, and direct e-blasts to registered businesses. One-on-one guidance is available for applicants, and committee members' expertise is listed on the Town's website.
 - **Review and Interview Scheduling:** Project review and interview days are proposed for March 10th and 11th, with staff preparing application binders in advance. The committee aims to ensure a quorum and accommodate members' schedules.
- **Rodeo Rink, Pool, and Ice Rink Economic Metrics and Sports Tourism:**
 - **Economic Impact Observations:** Members shared anecdotal and preliminary data indicating increased business activity and hotel stays during hockey tournaments, with notable spikes in sales and visitor traffic attributed to the rodeo rink's operation.
 - **Data Collection and Analysis Plans:** The committee discussed leveraging Placer.ai to quantify the economic impact, with plans to green-light a Town subscription.
 - **Facility Operations and Feasibility:** Mountain Rec is planning a feasibility study for additional ice facilities, including site selection and user surveys.

The committee noted the importance of understanding operational costs, funding sources, and the role of the hockey club and other stakeholders.

- **Advocacy and Strategic Planning:** The group agreed to keep the topic on future agendas, consider inviting stakeholders to upcoming meetings, and prepare actionable recommendations for the Town Council, emphasizing the need to demonstrate ROI and prioritize among competing projects.

- **New and Upcoming Local Businesses:** Committee members discussed new business developments, including the opening of Mary's Mountain Cookies, the success of the bowling alley, and potential opportunities for new restaurants and retail in Eagle.

Adjourn: 2:27 PM