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