

EVC Meeting | June 11, 2026 (Teams only meeting)

These meeting minutes were generated with the assistance of Microsoft Teams AI technology to enhance accuracy, organization, and clarity. The final version has been reviewed for completeness and adherence to meeting records.

Call to Order: 1:05 PM

Roll Call:

- **Members Present:** Mick Daly, Kim Fritzler, Casey Glowacki,
- **Members Absent:** Eric Eves, Christina Hofman, Joel Wallen
- **Staff:** Nikki Davis, Molly Furtado,
- **Guests:** Bryan Woods (Town Council), Michelle Morgan (Chamber), Patrick Sherwood (MEAC)

Declaration of Conflict of Interest: None

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

- Minutes dated May 27, 2026

Staff & Other Updates:

Business & Discussion Items:

- **Alignment of Strategic and Economic Development Plans:** Nikki led the discussion emphasizing the need for synergy between Town Council priorities and actionable economic initiatives, and identifying areas where the EVC can add value and capacity.
 - **Plan Integration Approach:** The Council's new Strategic Plan outlines what the Town aims to achieve, while the Economic Development Plan provides insight into approach and other action items.
 - **Supporting Strategies and Future Opportunities:** Nikki outlined supporting strategies that could strengthen implementation of the Strategic Plan, including streamlining coordination between the Chamber and the Town, developing a business concierge service which coincides with fostering an open-for-business environment, and exploring creative districts and event ROI. These were identified as areas for future focus if resources allow.
 - **Accountability and Progress Measurement:** The group discussed the importance of accountability, distilled into three areas: how to measure progress (quarterly or annually), where the EVC can add value, and what tools are needed to empower the committee.

- **Business Action Committee and Chamber Initiatives:** Michelle and Mick provided updates on the Chamber's transition from the Business Advocacy Committee to the Business Action Committee, describing new programming based on survey results and clarifying the shift away from advocacy to broader business support actions.
- **Streamlining Development and Permitting Processes:** The group discussed ongoing efforts to streamline the Town's development and permitting processes, including the need for a guide for new development, the role of EVC members as ambassadors, and challenges in communication and applicant support.
- **Civic Branding and Community Identity:** The group discussed the upcoming civic branding initiative, referencing the book 'The Civic Brand' by Ryan Short, and outlined plans for a workshop and the integration of civic branding into the merged EVC and MEAC group.
 - **Civic Brand as Guiding Principle:** Bryan and Nikki emphasized that the civic brand should serve as the town's 'North Star,' providing a lasting framework for decision-making that transcends individual strategic or comprehensive plans. The group discussed the deeper meaning of civic branding beyond logos and slogans, focusing on community values and identity.
- **Business Retention and Recruitment Initiatives:** The group discussed strategies for business retention and recruitment, including leveraging event-based marketing, cross-shopping, and programs like the Grand Junction gift card or Eagle Bucks to support local businesses, attract new ones, and encourage local spending.
- **Data Reporting and Tools for Committee Empowerment:** The group discussed the use of Placer.ai and other data tools to inform decision-making, the need for more accessible data summaries, and the development of collaborative tools like a Teams Planner to enhance EVC engagement and track progress.

Adjourn: 2:00 PM