



**AGENDA**  
**Marketing & Events Advisory Committee (MEAC)**  
**Wednesday, August 5, 2026, 9:00 a.m.**  
**Castle Conference Room**  
**200 Broadway, Eagle, CO**

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Meeting ID: 297 387 356 786 96

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**CALL TO ORDER**

**ROLL CALL**

**APPROVAL OF MINUTES**

Meeting Notes Generated by AI



## AGENDA

### BUSINESS ITEMS

- MEAC + EVC Merger
  - Road map
  - Joint committee session
- Strategic Plan – Initiative / Objective
  - 1) Event Cost Recover & Staffing Support (Molly)
    - a. Identify potential events and level of support required
    - b. Estimate support staff hours by role
    - c. Establish a budget for support; incorporate into 2027 budget
    - d. Invoice event organizer and collect reimbursement for additional events outside of budgeted support
  - 2) Establish a Community / Civic Brand (MEAC+EVC)
    - a. Town Manager to develop a civic brand initiative map
    - b. Engage with community stakeholders including MEAC, EVC, DDA, Chamber and others to assign roles and expectations for the initiative
    - c. Begin community engagement series on establishing brand
    - d. Propose, review, revise with the community. Launch in 2028.
- Special Event Funding Application Process – DATES?
- NEED 2 volunteers for community table check in – AUG 30, 3:30pm-5pm

### MARKETING

- USA TODAY
- EGE
- Sitting Bear - Public Art: [cowpainters.com](http://cowpainters.com)

### EVENT CALENDAR

| AUGUST    |                              |
|-----------|------------------------------|
| 8/2/2026  | Yoga by the River            |
| 8/4/26    | National Night Out (NNO)     |
| 8/6/26    | ShowDown Town Concert        |
| 8/7/26    | Cowboys Forever Rodeo Series |
| 8/8/26    | Tube-A-Palooza               |
| 8/8 & 8/9 | Eagle River Jamboree         |



|                  |                                     |
|------------------|-------------------------------------|
| 8/21-8/23        | Eagle Mushroom & Wild Food Festival |
| 8/13/26          | ShowDown Town Concert               |
| 8/14/26          | Cowboys Forever Rodeo Series        |
| 8/14/26          | 2nd Friday Gallery Night            |
| 8/15/26          | Children's Business Fair            |
| 8/16/26          | Yoga in the Park                    |
| 8/19/2026        | Wind Up Wednesday                   |
| 8/30/2026        | Community Table                     |
| <b>SEPTEMBER</b> |                                     |
| 9/9/26           | Biztoberfest                        |
| 9/11/26          | 2nd Friday Gallery Night            |
| 9/11-9/13        | Race #2 Haymaker Classic            |
| 9/12/26          | Eagle River Cleanup                 |
| 9/19/26          | Vail Valley Walk to End Alzheimer's |
| 9/25-9/27        | Race #4 Haymaker Classic            |
| 9/25-9/27        | GEARVANA                            |
| 9/26/2026        | Potato Palooza - TENTATIVE          |

## ADJOURN

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Molly Furtado, Special Events Manager

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