

EVC Meeting | July 16, 2026

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: 1:01 PM

Roll Call:

- **Members Present:** Eric Eves, Mick Daly, Kim Fritzler, Casey Glowacki,
- **Members Absent:** Joel Wallen, Christina Hofman
- **Staff:** Nikki Davis, Molly Furtado,
- **Guests:** Bryan Woods (Town Council), Scott Schlosser (DDA)

Declaration of Conflict of Interest: None

Approval of Minutes: Minutes dated May 27, 2026 and June 11, 2026

- Motion to approve by Mick, seconded by Kim. Motion carried.

Staff & Other Updates:

- **Downtown Development Authority (DDA)**
 - **Expansion and Strategic Planning:** The group discussed the DDA expansion, including outreach to property owners, board growth, and strategic planning for sales tax generation, with positive feedback on recent progress and mechanisms discovered for expansion.

Business & Discussion Items:

- **EVC Recommendation of Appointments**
 - Between 1:00 PM – 2:30 PM, the EVC and staff facilitated an informal roundtable discussion with the eight applicants who introduced themselves, shared professional backgrounds, expressed their interests around economic vitality, and experiences relevant to the EVC.
 - The group also discussed committee roles and responsibilities, anticipated time commitment, 2026 Strategic Plan including challenges and opportunities, and the appointment process.
 - The applicants included Rebecca Adkins, Heidi Bintz, Katie Bristow, Jason Cole, Ben Dodd, Cal Seneker, Dan Shaughnessy, and Patrick Sherwood.
 - The existing EVC members deliberated and formed their recommendation which will be presented to Town Council for final approval on July 28.

- **Sports Tourism in Eagle – Presenter: Mike McCormack**
 - **Proposal for County-Wide Sports Commission:** Mike and the group discussed the need for a county-wide sports commission to unify sports tourism efforts, align calendars, inventory assets, and improve economic outcomes across the valley, emphasizing the importance of governance, collaboration, and documenting impact for future funding and development.
 - **Discussion of Lodging Taxes and Funding Mechanisms:** Participants, including Mike and others, reviewed the current lodging tax structure, its limitations, and explored potential new funding mechanisms such as a visitor impact tax or vitality fund to support sports tourism and community events.
- **2027 Budget Discussion** – Due to time constraints, this item was not discussed.
- **EVC & MEAC Merger**
 - Nikki and Molly led an update regarding the planned merger of the EVC and MEAC outlining the rationale, anticipated benefits, and the need for a gradual rollout to ensure effective collaboration and maintain committee focus.
- **Placer.ai**
 - The group discussed leveraging Placer.ai to analyze event visitation and spending patterns, aiming to provide deeper insights into what drives people to the town and to inform council decisions with data-driven reports.
 - **Reporting and Data Utilization:** Joel was tasked with leading the effort to expand Placer.ai's reporting, with the committee discussing the frequency and depth of reports.

Adjourn: 3:25 PM