

What should we accomplish by the end of 2020?

How do we strengthen the base of the town? Promote or enhance the businesses doing well? How can we help those that need it?

Business retention (over 3 years) should be a focus. Tracking new business starts, how to help recruit, policies that attract.

Businesses that can diversify the base and industries.

Marketing aspects of the town of Eagle. Lacking an identity and should market itself better (destination as an outdoor rec hub). Eagle should position itself as a destination for outdoor enthusiasts. Need to restart the conversations with matthew barry – innovation station –

Need to follow up on the branding grant and getting the town story together.

Even during COVID, we shouldn't lose sight of the branding and marketing efforts that we should be conducting. "The town is going places, but our first commitment is to our own families and businesses" - need to focus on the present as well as the future

Survey? What do you need and what can you help you with? Can we work with the chamber on this?

The town email can send the survey – Kari will communicate with Mary Ann to get the survey constructed. One survey with everyone else participating.

Use the EVC prioritization – revisit the guidance in Jan – use as platform for next steps -

Should we have sub committees? A group for business retention? A group for attraction? Somebody focused on COVID? Someone focused on long-term? Levi would be interested in long-term goals and objectives.

Next agenda – have Chad do a larger update

Motion to adjourn – Mick, second by Kevin

Market Updates

1. Downtown Broadway update
2. Eagle Ranch update
3. Chambers update

Attachments

ToE Strategic Plan Objective 5 – Economic Vitality, Development (2017).pdf

Downtown Colorado Inc Community Assessment.pdf

ToE Econ Dev Benchmark Goals and Data Chart Jan 2020.xls