



## Agenda

### Marketing and Events Advisory Committee (MEAC) Meeting

Wednesday September 2, 2020

8:30am-10:00 am

On Zoom Platform

## Agenda

- 1) **8:30am - Administrative Items** – (5 minutes)
  - a. **Roll call**
- 2) **8:35am - Special Event Manager Update** (15 minutes)
  - a. Update the MEAC 2021 Funding Program Key budget status
    - i. Timeline – *\*All dates tentative.*
      1. September 7, 2020, Monday – Applications process open.
      2. October 19, 2020, Monday – Deadline for Applications.
      3. November 4, 2020, Wednesday – Presentations by event producers requesting \$5,000 or more and others asked to be present.
      4. December 2, 2020 Wednesday – MEAC discuss, evaluate and allocates funding recommendations.
      5. December 8, 2020, Tuesday – MEAC recommendations presented to Town Council by Special Events Manager.
      6. January 8, 2021, Friday – Special Events Manager informs producers of funding award decisions.
      7. January 15, 2020, Friday – Mandatory event producer meeting with Special Event Manager to discuss event and funding procedures.
  - b. Requests for funding through the 2<sup>nd</sup> allocation of Community Events and Programs Budget is being reviewed by Town staff.
- 3) **8:50am - Review of New Funding Requests from current MEAC Budget** (5 minutes)
  - a. No new requests for funding.
  - b. Eagle Ranch First Fridays Program asking for delay until next MEAC meeting to reorganize proposal and budget.
- 4) **8:55am - Eagle Ranch First Fridays Proposal Update** – Yvonne Schwartz, Producer (5 minutes)

- 5) **9:00am - Upcoming Events Review – (10 minutes)**
- a. Yoga in the Park, Sundays. Ongoing.
  - b. VRD Mtn Bike Race Series – Boneyard Brawl, Beth Pappas, VRD., Sept. 1 & 2, 2020.
  - c. Eagle Ranch First Fridays, 9/4/20 – Not under TOE event permit, on private property.
  - d. Eagle Outside Fest – Under review, Sat & Sun, September 5 & 6, 2020.
  - e. Walk Against Alzheimer's – Pinwheel installation Broadway Flower Boxes. Sept. 10 to Sept 17. 2020. - Approved
  - f. Sacred Cycles MTB Skills Clinic, 9/12/20, Under review.
  - g. BMX State Quarter postponed until 9/13/2020. Under review.
  - h. Artwalk & Chamber Business Expo 9/14/20 – Approved
  - i. Mountain RATS Race, 9/19/20 – Under review.
  - j. Eagle Ranch Amazing Race, 9/19/20. - Approved
  - k. Eagle 5K, 9/20/20 (Mtn Ratz Fest, family race) – Approved.
  - l. High School Mtn Bike Invitational Races (name TBD), Beth Pappas, VRD., Oct. 10, 2020. \*2<sup>nd</sup> date TBD. - Approved
- 6) **9:10am - Other Business – (5 minutes)**
- 7) **9:15am - Meeting Adjourned-**
- 8) **Next Meeting Wednesday, October 7, 2020**

**END**