



MEAC – Marketing and Events Advisory Committee

Minutes for Meeting - March 3, 2021, 8:30am

- **Role Call**

Attending: Sheryl Staten, Kim Bradley, Holli Snyder, Scott Turnipseed, Brian Hall.

Not Attending: Jeff Boyer, Yvonne Schwartz.

- Review of agenda – all in favor.
- Review of all MEAC funded events for 2021 calendar. Update by Brian Hall on events status and plan going forward. Communicating with all events producers about current event status and plans for execution. Brian will send an updated event status report to committee members in about a week.
- Brian – Trying to create an event schedule that offers more diverse events and activities – to a more diverse audience – young families and mature audience. Try to create more events attached to Trails and other partners. Take opening events of new facilities or summer programs and great “Opening Day” type events.
- Sheryl discussed events and activities coming up for Mountain Rec.
- Brian – We would bring all events to the master calendar to build a better awareness of what we offer - together – as a town. Try to help each make the most of the events.
- Review of Eagle Community Funding final allocations for 2021.
- Brian’s update on planned TOE produced events. Easter Egg Hunt- trying to develop a plan for an alternative to the usual hunt. Fight Days – creating a plan for a smaller event at that time period. July 4th Fireworks are planned to go off. Considering other events around that day – parade, kid’s bike parade, patriotic music, gatherings prior to fireworks.
- Reviewed process to solicit 2 new members for the MEAC Committee. Trying to add them by end of March.
- Brian brought up wider vision for impact of committee members. Maybe more involved in marketing/promotion ideas, researching/recruiting new events to come to Eagle, visit existing events to view execution and review with Committee.
- Kim Bradley – Grand Ave Committee has great energy as they start up. Touch base with them. – We should create a “reboot” of MEAC, meet in the park and chat reintroduce each other, what our background is and why we are on this Committee.
- Scott Turnipseed – The focus on being more diverse with serving young families and the mature market is a great idea and growing timelier. Traveling trailer of more mature music that Bravo did last year was great. Visited Eagle once. – ShowDown Town is a key event for our community, we should try to make it happen. –

Town of Eagle – Special Events Department

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MEAC should spend some time on creating a more up to date Strategic plan/mission statement. MEAC is 8 or so years old. Spend some time to establish a strategic plan for the future, as Town Council did for Eagle.

- Brian H. will move development of a strategic plan for MEAC into our upcoming agenda.
- Brian – Review of next meeting date and time.
- **Adjournment of meeting.**

For more information contact Brian Hall, TOE Special Events Manager
Contact information below