

## **Public Notice**

### **Vail Economic Advisory Council**

**Tuesday, July 9, 2019  
Vail Town Council Chambers  
8:00 AM – 10:00 AM**

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## **AGENDA**

### **[July Meeting Materials](#)**

- **Financial Update**, Kathleen Halloran (5 minutes)
- **Vail Mountain and Town of Vail Guest Experience Initiative**, Kristin Kenney Williams, Commfluent Inc. (30 minutes)
- **Mental Health Update**, Chris Lindley, Eagle County (20 minutes)
- **Town Manager's Report**, Patty McKenny (5 minutes)
- **Citizen Input** (5 minutes)
- **Other Business** (5 minutes)
- **Adjournment**

**Next Meeting  
Tuesday, August 13, 2019  
8:00 – 10:00 AM, Town Council Chambers**

## **Vail Economic Advisory Council**

**Tuesday, August 13, 2019**  
**Vail Town Council Chambers**  
**8:00 AM – 10:00 AM**  
[Packet Materials Online](#)  
**MEETING MINUTES**

### **VEAC Members Present**

Rayla Kundolf, Chris Romer, Michael Connolly, Alison Wadey, Mike Lange, Sarah Franke, Brian Nolan, Amy Moser Harrison, Mark Gordon, Laurie Mullen, Sarah Franke, Michael Glass, Kim Rediker, Yann Benjamin

### **Town of Vail Staff Present:**

Mia Vlaar – Economic Development Director, Kathleen Halloran – Finance Director, Patty McKenny – Interim Town Manager, Jeremy Gross – Special Event Coordinator, George Ruther – Housing Director, Matt Gennett- Community Development Director

### **Financial Update, Kathleen Halloran (5 minutes)**

- Kathleen June down 5% but June 18 was very strong
- YTD up 5.75%
- RET 3.3M down 25% which was anticipated in the budget
- Construction tax 1.8m well on track
- All town funds 43m up 3.7% prior year
- Deep in 2020 budget capitol presented last meeting
- Approved 2nd meeting in October

### **Vail Housing Update, George Ruther (20 minutes)**

- George Ruther Housing Update
- More closings that real estate companies ;-)
- More proactive this time with west timber ridge
- Articulate development objectives then seek development partner 18-24 month planning window
- Chamonix There is a remaining parcel. Town couldn't build at the time cost effectively but we are going back out. Rezoning and reselling. Proceeds from sale go back to housing program
- Working on partnership with CDOT for 1.8 acre parcel near intersection of Spruce Way and Columbine
- Long Term Rentals. Some short terms are transitioning to long term.
- State land board parcel in eagle vail. Looking for regional partners.
- GRFA Bank
- Vail board of realtors presented indeed program
- Breck, WP and other communities following our lead and creating similar programs.
- 5% return on every dollar invested. Report coming on august 20.

- Laurie Mullen: What do the long term rental incentives look like and is that adopted by the town?
- Are employers buying into the solution and working on their own or just relying on the town?

### **Thanksgiving Tradition Activation, Angela Mueller (20 minutes)**

- 8:46 Mia introducing Angela thanksgiving activation
- We can make this event iconic in 5 years.
- Family activation hits all ages. Cooking classes are something to start small but can grow quickly.
- American Thanksgiving specialty cooking classes with local chefs
- Holiday Lights Botanical Gardens Zoo, etc. Checking with HOAs on what we can do with lights in front of every business.
- Karl Krueger working on polar bears from 2015
- Incorporate everyone in town. Gingerbread contests at every lodge and restaurant.
- Ice skating shows. Slightly smaller than Eddie Shiptstad shows but working up to that over the next few years.
- Kris Kringle Market moving to Friday-Saturday. Garland and lattice at each tent. 70 tents throughout town.
- MIA: Need to define what success looks like. Intercept surveys
- Romer: this time frame has always been snow dependent. Reports will have some layering adding in snow conditions
- Sarah: Don't forget that Beaver Creek has a tree lighting that may conflict. Lets
- MARK: This needs to be a multi year commitment. We won't see huge changes in the first year.
- Romer: Agree with mark its an experiential event. This cannot be transactional. Not a concert for 1 day. It's a story telling when guests go back home.
- Need to ensure that content capture takes place this year forvail resorts to market next year.
- Parking? Free Paid Free with \$XX spent in the village?

### **Town Manager's Report, Patty McKenny (5 minutes)**

- Town managers search Candidate pool narrowed to around 12-14 people. Narrowing it down to 6ish finalists.
- May have employee access. Creating panels. More info coming.
- Election season. Petition packets.
- Matt Gennett Civic area plan update community center discussed it needs to be more than just a community center. Performing arts. Jackson center of the arts is a good example.
- ROMER need more market analysis and data points before investing capital resources.

### **• Citizen Input (5 minutes)**

- Lodging meeting tomorrow should have presentation from Angela on Thanksgiving

- **Other Business** (5 minutes)
  - Boards and commissions appreciation event at Ford Amphitheater- August 27th
  - Mural Reception New Location – Bart and Yetis August 14th 4:30 pm
  - VLMDAC, CSE and Town Council will have openings this fall. 3 seats on CSE and VLMDAC, and 4 seats on Town Council. Contact Jeremy Gross for VLMDAC and CSE openings and Tammy Nagel for Town Council.
- **Adjournment** 10:08 am

**Next Meeting**  
**Tuesday, September 10, 2019**  
**8:00 – 10:00 AM, Town Council Chambers**