



# The Town of Eagle

Box 609 • Eagle, Colorado 81631  
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Meetings:  
2nd and 4th Tuesdays

## Marketing & Events Advisory Committee meeting March 5, 2015 Minutes

### Attending:

Committee members: Erin Seabury, Holli Snyder, Taylor Slauch, Jeremy Reitmann, Cynthia Forstmann, PJ Berg, Lonnie Leto, Jeff Boyer  
Partners: MaryAnn Morrison/Eagle Chamber; Sheryl Staten/WECMRD; Erin Vega/Eagle Ranch Association; Krista DeHerrera/Town of Gypsum; Ashley Albrecht/Vail Valley Partnership  
Staff: Amy Cassidy, Doug Seabury  
Other: Karl Borski, Rick Beveridge / Vail Mountaineers Hockey Club

### **Vail Mountaineers Event Recap**

MLK Tournament January 16-19, 2015  
MEAC funding: \$2,000.00

More games for girls to play hockey with other teams  
No other tournaments specifically for girls  
Designed event schedule so people would have free time to do things in Eagle

Targeted clubs outside of the state

- Teams form in October in CO
- Teams outside of CO book their tournaments in August
- Need to be out in front of the out-of-state teams in July

Marketing

- USA Hockey
- Calendar listing
- Grass roots, cold calling
- Tournament packet included things to do, such as sledding, bowling, restaurant options, etc.

Attendance

- Teams from Dallas, WY, Salt Lake as well as Colorado
- 11 teams total, including home teams and U10 exhibition game
- 147 participants, 400 spectators

Budget

- Goal was break even and help subsidize new girls coming into club
- Event netted Vail Mountaineers Hockey Club approximately \$76

Potential for growth

Hope to double in 2016  
Salt Lake will come with 3 teams  
Keep focus in Eagle

**Deliver to Eagle:**

Copy of tournament welcome packet  
Photography and video  
Copy of welcome packet  
Written event recap for file

Additional comments  
Eagle Chamber can better communicate in advance  
Hotels for team dinners  
Retailers not contacted  
Rick Beveridge:

League play – get the Town and Chamber schedule in advance  
5-month season is larger than tournament  
Tournament sponsors are on the club's app – Vail Sportsmanship

**Update on CDYHL Tournament March 6-8**

Pee Wee A & B tournament (12 and under)  
8 teams, including 2 local  
Restaurant and bar business  
Aspen, Glenwood, Cherry Creek, others  
Criteria – lodging has to be \$100 or less

**Upcoming Hockey events (Sheryl Staten)**

Women's WAC tournament March 27, 28 and 29  
6 teams coming  
Yeti's hockey event is same weekend

**10<sup>th</sup> Mountain Roller Dolls**

MEAC event funding request \$1,000  
Krista DeHerrera presented on behalf of the 10<sup>th</sup> Mountain Roller Dolls  
Request was for marketing and awareness  
2 events in Eagle: May 2 Melee in the Mountains and August competition

**AAYBA World Series Baseball Tournament**

MEAC event funding request \$5,000  
Amy Cassidy presented proposal on behalf of the AAYBA tournament organizers  
Funding request is for  
Opening Ceremonies and Skills Competition presented by Dick's Sporting Goods  
Marketing support  
In-town support by staff for restaurants, sponsors, etc.

**Funding**

\$13,000 remaining in event fund budget after initial allocations in December  
Motion by Holli Snyder, 2<sup>nd</sup> by PJ Berg to fund the event proposal as follows:  
\$500 and 2 full page ads to 10<sup>th</sup> Mtn Roller Dolls

One ad May, one August  
\$3000 plus in-kind to AAYBA World Series  
Marketing support  
Assistance with local sponsorships  
Awareness of tournament with local clubs  
Motion passed unanimously

Other Business:

Erin Seabury

1. Bring back local campaign  
    “Go where the locals go”  
    Locals appreciation special town-wide
2. Consider hosting 2 sports equipment swaps per year

Adjourned: 10:15am