



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

Thursday, August 4, 2016  
8:30-10:30am  
Town Hall

**In attendance:**

**Absent:**

### Agenda

I	Event Recaps		
	GoPro Mtn Enduro	Mac Garnsey	15 min
	Train to Hunt	Amy	5 min
	NICA Conference	Amy	10 min
II	The Life! & Style Home Tour presentation	Jill Smirl	15 min
	New event sponsorship opportunity		
III	Event Updates	Amy	10 min
	Mushroom Festival		
IV	Event RFP and criteria	All	30 min
	Current criteria:		
	Elevate Eagle Profile		
	Increase Sales & Lodging Tax		
	Increase Length of Visit		
	Encourage Visitor Loyalty/Intent to Return		
	Increase Brand Awareness		
	Marketing / PR Value and Drive Website Traffic		
	Appeal to Diverse Audience		
	Community and Quality of Life		
	Growth Potential		
	Producer Qualifications		
V	Community Grant criteria and process	All	30 min
VI	Other business		
	Community Impact Award nomination deadline August 12		
	Town Board of Trustees presentation August 9		