

EVC/Tourism/Main St Agenda

4 pm – 5:30 pm

Tue July 23, 2019

Commission – Introductions. New Members. Revamp per Ordinance passed in April. Economic Vitality Commission. Board of Trustee Liaison – Caleb Roberts

3 Functional Areas – Economic Vitality for Lyons, Tourism Promotion – remainder from State Tourism Grant Funding and Main St Board / Initiatives.

Main St

Main Street Annual Workplan (I will send it out for review late next week)

Main Street Update: current consultants, FY19-20 consultants, need for vols/enthusiasm for Main Street initiatives

2 successful Movie Nights at LMJ Park. Jurassic Park on May 12 and Monty Python on June 9
-Banners promoting Lyons Sandstone Summer Concerts were put up last week.

Tourism – Postcards and pint glasses arrived. Rack cards. Will show samples, examples.

- N8 Communications working on social media posts.
- Ad in Colorado Tourism Fall Magazine Planner.
- CTO Marketing Matching Tourism Grant
- LyonsColorado.com – website revamp/update Fall 2019
- Kiosks/Maps throughout town update
- Input/thoughts on printed collateral (art map brochure, historic map)
- Stickers/branding

Economic Vitality

- USDA – Revolving Loan Fund – money to loan –Chamber reach out. Other ideas?
- Vacancies/new businesses on Main St?
- Eastern Corridor development info/update

Still need 3 more members. Ideas? Other items?

Set monthly meeting date. Particular day/time of week work best for all?