
EDC

MEETING MINUTES

Meeting Date: December 9, 2011

Meeting Location: [Conference Room of the Balcony Office Suites](#)

Approval: [Final](#)

Recorded By: [Tom Douglas Member EDC](#)

1 ATTENDANCE

Commissioners	Title	Organization	Present
Tom Douglas	Chairman	EDC	Yes
Joshua Buster	Secretary	EDC	No
John O'Brien	Member	EDC	Yes
Robin Young	Member	EDC	No
John Burke	Member	EDC	Yes
Karen Ekblad	Member	EDC	Yes
Tamara Jarolimek	Member	EDC	No
Liaisons	Title	Organization	Present
Ed Bruder	Liaison	BoT	No
LaVern Johnson	Liaison	Parks and rec.	Yes
Coco Gordon	Liaison	Sustainability	Yes
Jacque Watson	Liaison	Town staff	Yes
Others	Title	Organization	Present
Victoria Simonsen	Town administrator	Town of Lyons	N
Julie VanDomelen	Mayor	Town of Lyons	Y
Neil Sullivan	Member	Chamber and PCDC	Y
Community Members		Organization	Present
Janice Gavan	President	VisABILITY	Y
Jayne Rhode	President	Lyons Chamber of Commerce	Y

2 MEETING LOCATION

Conference Room of the Balcony Office Suites

3 MEETING START

Meeting Schedule Start: 8:45

Meeting Actual Start: **8:52**

Meeting Scribe: Tom Douglas

4 AGENDA

- **1. Approve minutes of _Nov. 11, 2011_ meeting**
 - Approved 4-0
- **2. Sub Committee updates.**
 - Gateway corridor committee will meet in early January to finalize its recommendation to the Board of Trustees and prepare its presentation for the January 17 Board meeting.
 - The LEGG / EDC subcommittee set the following actions items:
 - Establish parameters for data analysis using GeoWise.
 - Send survey via eBlast to better understand current business plans for expansion in Lyons

- Solicit developer and business input for Design Standards and Site Use Plan prior to finalize same.
- **3. Downtown Colorado Wheat Ridge workshop**
 - Regional meeting providing good input for town planning
 - Focus on economic restructuring with examples from regional towns/cities
 - Key takeaway is that the key main street stakeholders must be involved in planning and implementation
- **4. Marketing Plan Process for Lyons**
 - John Burke provided in advance a description of marketing that acted as a foundation for the discussion. He also passed out a packet including a grid of examples of what can be accomplished in a complete marketing plan and information available from nonprofitbrandingblog.com
 - Expected outputs
 - Understanding of what marketing is
 - Understanding that this will be volunteer driven and an identification of who needs to participate
 - Understanding of the need for a solid, experienced person to lead the effort
 - Marketing group needs to include experienced members from the Chamber, EDC, and other key stakeholders in the Town. The new intern is expected to be an important participant as well as an individual that Neil Sullivan is working with who may be available to lead the effort.
 - Actions of this group need to be coordinated and integrated into an overarching marketing plan for the Town of Lyons
 - Motion was made by John O'Brien and seconded by Karen Ekblad to create an EDC marketing subcommittee with the membership and structure to be determined later. The motion passed with a 3 – 1 vote. The EDC's involvement would be considered interim and its role would be limited to providing an overall framework and sounding board for the marketing group (subcommittee).
- **Agenda items for the next meeting:**
 - **Input on design standards (general draft handed out by Jacque) and consideration of a workshop to provide a platform for the interactive development of the standards.**
 - **Main Street proposal from Jacque**
 - **Marketing subcommittee**
 - **Formation of taxing districts/urban renewal information**
- **Adjourn meeting**

5 MEETING END

Meeting Schedule End: 10:15 A.M.

Meeting Actual End: **10:25 A.M.**

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline

7 DECISIONS MADE

A: Next Meeting

Next Meeting: Conference Room at Balcony Office Suites [January 13, 2012](#).