



DRAFT AGENDA
TOWN OF LYONS

February 17, 2021 – 8:30 to 10:00 am

Economic Vitality Commission

Location: Virtual/Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/84351641130?pwd=b1ErL2ROeXUxa3NRUIIKei9qVINzZz09>

Meeting ID: 843 5164 1130

Passcode: 80540

One tap mobile

+12532158782,,84351641130# US (Tacoma)

+13462487799,,84351641130# US (Houston)

Members: Erin Foudy, Chris Wynja, Abe Bergan, Paul Dreyer, Asa Firestone

Liaisons: Board: Hollie Rogin, Staff: Kim Mitchell, Brianna Hoyt,

Guests: Barney Dreistadt

Attendance:

Absent:

Meeting start:

1. Approval of January Minutes
 - a. Motion:
 - b. All in Favor:
2. Guest Presentation: Think Generator
3. LAHC project – heARTS of LYONS business sponsorship
 - a. The LAHC would like the EVC's input on this
4. Meeting with the PCDC
 - a. The PCDC would like an introductory meeting
5. Inventorying Empty Buildings and Needed Businesses
 - a. Lyons has a business inventory from 2018
6. Broadway Improvement Outreach - Update
7. Other Business from Board Members

Meeting adjourned:

Important EVC Dates:

2021 meetings:

January 20

February 17

March 17

April 21



May 19
June 16
July 21
August 18
September 15
October 20
November 17
December 15

Main Street Mini Grant information:

Eligible Expenses:*

Eligible expenses are for community-based projects that directly benefit the Main Street district boundary and follow the 4-Point Approach. Typically, these grants are used for physical improvements or enhancements to the downtown area, but they also can be used for planning, designs, studies/analyses, and/or training.

Examples of past qualifying mini-grants include:

Design: wayfinding study/signs, kiosks design/construction, lamps/lamp poles, street banners, flower pots, streetscape-alleyway design/improvements, bike racks/bike lanes, murals, painting, façade improvements (public property only), parks/equipment, benches, crosswalks, beautification projects, sidewalk-ADA improvements, public art

Promotion: website design/development, logo/branding, downtown business directory, Main Street brochures, re-useable Main Street banners, welcome signs, recovery messaging, historic walking tours, social media marketing (reopening businesses), fundraising, promotional reopening/recovery brochures, marketing awareness of the Main Street program, creation of an outreach/communications strategy

Organization: logo development, community training on the Main Street Approach, creation of a volunteer recognition program, development of a fundraising plan/strategy

Economic Vitality: building and business inventory, economic impact studies, parking studies, land use code training, strategy for phased reopening's of businesses, provide business owners with educational/business support and professional development and training related to business development/recovery strategies

Ineligible costs include administrative or operational costs, perishable items, short-term equipment, assets, or activities, staff salaries, and any services that directly benefit a private business.

Past examples of ineligible costs: salaries, Vistas/interns, flowers, temporary pop-ups, event flyers, membership dues, and phones.