



(DRAFT AGENDA
TOWN OF LYONS

March 17, 2021 – 8:30 to 10:00 am

Economic Vitality Commission

Location: Virtual/Zoom Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/84619623863?pwd=KzdqenF1aGowM2dmN21JN1J0R2tOZz09>

Meeting ID: 846 1962 3863

Passcode: 80540

One tap mobile

+13462487799,,84619623863# US (Houston)

+16699006833,,84619623863# US (San Jose)

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

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

Guests: Barney Dreistadt

Attendance:

Absent:

Meeting start:

1. Approval of February Minutes
 - a. Motion:
 - b. All in Favor:
2. Welcome new member: Mary Huron Hunter (pd)
3. Town of Lyons Comprehensive Plan (pd)
 - a. How do we want the EVC Involved in the Town's Comp Plan Process?
4. [Lyons New Business Inventory and Promotion project](#) (please review this doc prior to our meeting) (pd)
5. LAHC Projects (bh)
 - a. heARTS of LYONS
 - i. Business sponsorships
 - b. Town Hall Mural
6. RLF update – Just over \$60K available to lend (km)
7. Future CARES Act funding – due to new stimulus package passed by Congress (km)
8. Grant/project updates (km)
 - a. SRTS, Broadway St Improvements, St Vrain Trail Extension, Black Bear Hole/2nd Ave Trailhead improvements – business impacts
9. Concessionaire/vendor possibly for LMJ this summer (km/bh)
 - a. tube rentals, kayaks, life jackets, etc.
10. 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.