



(DRAFT MINUTES)

TOWN OF LYONS

**July 21, 2021 – 9:30 to 11:00 am**

Economic Vitality Commission

Location: Lyons Regional Library – Effie Banta Room

*Zoom if needed*

Members: Erin Foudy, Chris Wynja, Paul Dreyer, Asa Firestone, Mary Huron Hunter, Laura Levy

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

Guests: Barney Dreistadt

Attendance: Chris Wynja, Paul Dreyer, Asa Firestone, Laura Levy, Barney Dreistadt, Hollie Rogin, Mary Huron Hunter, Asa Firestone,

Absent: Kim Mitchell

Meeting start: 8:32

1. Approval of June Minutes
  - Motion: Chris, Laura Seconds
  - All in Favor: Yes
2. Eastern Corridor Working Group update. (pd)
  - A small group with the purpose to report back to the board of trustees.
  - Met for the first time last week.
  - Discussing how that project plugs into the comp plan
  - Gateway to the Outdoors
  - ThinkGenerator wants the town to think about the possibilities of things that could be in that space and ways to incentivize those things to happen
    - i. Would like to take that info to the board of trustees to find a few things to commit to.
    - ii. Ideas: museum to the outdoors, mountain biking park, connectivity through trails, etc.
  - Subcommittee will meet two to three times and then go back to the board.
  - County wide meeting – will be study for a bike trail from 66/36 to Boulder
    - i. There is a larger region-wide support for this time of bike trail.
    - ii. Who is leading the conversation? The meeting was a consortium of cities. It may have DRCOG support.
  - There is no current site plan – still conceptual.
    - i. The goal is for it to be a second area of interest – not draw away from downtown but a continuation.
    - ii. They have already completed an impact study.
  - The PCDC is working on a rewrite of what would be an interim design guidelines.
    - i. Should consider how they intersect.
3. Town of Lyons Comprehensive Plan Continued (pd)
  - [PCDC Comp Plan Questionnaire](#) - questions & discussion. (pd)
    - i. This needs to go back to the PCDC by the end of the month.
      1. Members can add comments until a week from today (July 28)
    - ii. What questions and thoughts do members have?



1. Process: will there be workshops?
  - a. The exact schedule for the consultants work on the comp plan has not been published yet, but the plan is to include public input sections.
  - b. There is some paperwork that needs to be done before the process can officially start.
  - c. The goal is to get as many people involved as possible.
  - d. Info will be publicly distributed.
  - e. EVC can act as advocates to help gain public input
2. Can we do another leakage study?
  - a. Brianna will reach out to Main Street to get that ball rolling.
4. Grant/project updates (km/bh)
  - Main Street: Open for Business
    - i. Façade Improvement, Energy Efficiency improvement for small businesses
      1. This is a subgrant program through the town and DOLA.
      2. Businesses will submit their project proposals and costs to the Town of Lyons, they will be reviewed and then submitted to DOLA.
      3. All projects must be completed by June 30, 2022.
      4. Grants can range from \$10,000 to \$150,000 with a one million cap per community. Applicants (businesses) are required to have a 20% match.
5. LAHC general update (bh)
  - Community Arts Center
    - i. LAHC is in the initial stages of looking into turning the Depot Building into a community arts center.
    - ii. LAHC is working with the board and staff to find out what they need to do to make this happen.
  - LyonsCreates
    - i. Some LAHC members and Lyons residents are looking into what it will take for Lyons to become a creative district.
    - ii. This is very preliminary but should stay on the EVC's radar.
6. Recent Marketing and Tourism initiatives (bh)
  - LyonsKind
    - i. Every year the town does a tourism campaign
    - ii. 2020 – pivoted into a community campaign
      1. continued into this year
      2. LyonsKind
        - a. Series of graphics that are going out on social media suggesting that Lyons is a place you can come and bring your Kind here
        - b. Has been going on since Mothers Day Weekend
        - c. Intention for spirit of community
        - d. Trying to catch people with Kindness in Action
        - e. When you see kindness in action, email Kim and/or Mary to snap a photo and send.
        - f. Stickers printed – LyonsKind – graphic, compass to to orient, outdoors.



- g. Friday a bulletin is sent out to marketing list as a concierge sheet.
  - iii. Feedback – more diversity
- 7. Lyons Events (bh)
  - Sandstone Summer Concerts
    - i. Community
  - Venus de Miles
  - Farmer's Market 2022?
    - i. High Street?
    - ii. Thursday nights in conjunction with sandstone summer concerts
    - iii. Mabel the farm truck
- 8. Other Business from Board Members
  - Who lives within town limits and who does not? Mayor Angelo has a candidate for the open seat who does not live within town limits.
  - Community Clean Up day – to think about for the fall
  - Erin has stepped down from the Chamber, Jami Kelly has taken over
    - i. Erin is still on the chamber board and will continue to act as the liaison
  - Can we use the bluegrass festivals to promote the town.
    - i. Lets work with Zack from PlanetBluegrass
      - 1. Email Paul zack's info
      - 2. Where can the town/other businesses try to make visitors more comfortable while waiting and and advertise.
    - ii. This year it will be a little different because there are any restaurants doing music after 10 for RockyGrass this year.
- 9. August Agenda Items
  - A number of businesses are leaving town
    - i. Can we discuss retention/attraction next month
- 10. Gratitude

Meeting adjourned: 10:53

Important EVC Dates:

2021 upcoming meetings:

August 18

September 15

October 20

November 17

December 15