



DRAFT MINUTES
TOWN OF LYONS

February 17, 2021 – 8:30 to 10:00 am

Economic Vitality Commission

Location: Virtual/Zoom Meeting

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

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

Guests: Barney Dreistadt, Paul Tambarello, Renee Doubleday

Attendance: Abe Bergan, Paul Dreyer, Asa Firestone, Hollie Rogin, Kim Mitchell, Brianna Hoyt

Absent: Erin Foudy, Chris Wynja

Meeting start: 8:38

1. Approval of January Minutes
 - a. Motion: Abe, Second, Asa
 - b. All in Favor: Yes
2. Guest Presentation: Generator Development
 - a. Renee Doubleday
 - i. Reuse and infill
 - ii. Marketing
 - iii. Project management
 - b. Paul Tamburello
 - i. Reusing spaces/cross of economic vitality and preservation
 - c. Project Update
 - i. Completed asbestos abatement.
 - ii. Completed demo and backfill
 - iii. They are keeping the 1923 water treatment plant for now
 - iv. 100 feet of it is develop-able on the south side
 1. Working with engineering to see if there's a way to expand footprint
 - v. Working on river restoration/talking to town about joint applying for grants
 - vi.
3. LAHC project – heARTS of LYONS business sponsorship
 - a. The LAHC would like the EVC's input on this
 - i. Brianna will send out the document separately for comments and feedback.
4. Meeting with the PCDC – March 8th
 - a. The PCDC would like an introductory meeting
 - i. The PCDC would like to integrate more with other commissions
 - b. The EVC will present its goals
 - i. Focus will be on moving the economy towards the outdoor industry
 - ii. Brianna will send out a draft before the meeting.
5. Inventorying Empty Buildings and Needed Businesses
 - a. Lyons has a business inventory from 2018
 - i. Paul and Abe will start working on this project



6. Broadway Improvement Outreach - Update
7. Other Business from Board Members
 - a. Economic incentives and tax incentives
 - i. Andy Clarke – owner Moxy Bakery in downtown Louisville and north boulder
 1. May come into Lyons in the Lyons Den Space
 - ii. Lyons Urban Renewal Authority – related to TIF
 - iii. Downtown Urban Renewal Authority
 - iv. We can document the existing incentives
 - v. We can put together a list of what some other towns are doing
 1. Asa is interested in working on this project
 - vi. Rural Community Development Initiatives
 - vii. REDI Grant Program
 - viii. Opportunity Zones
 1. Does the town have the authority to create an opportunity zone?

Meeting adjourned: 10:00

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.