



TOWN OF LYONS

January 19, 2022 – 9:30 to 11:00 am

Economic Vitality Commission

Location: Lyons Regional Library – Effie Banta Room

Join Zoom Meeting

<https://us02web.zoom.us/j/83942240372?pwd=U1dxOVNac2VEVkxzdnZlQzBqNGYvdz09>

Meeting ID: 839 4224 0372

Passcode: 80540

One tap mobile

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+16699006833,,83942240372# US (San Jose)

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

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

Guests: Barney Dreistadt, Gil Sparks

Attendance:

Absent:

Meeting start:

1. Approval of November Meeting/Minutes
 1. **ACTION NEEDED: PLEASE REVIEW - [November Minutes written notes & November Meeting Recording](#)**
 2. Motion:
 3. All in Favor:
2. Board Liaison update (hr)
3. EVC Annual Report (bh, pd, km)
 1. **ACTION NEEDED: PLEASE REVIEW this [DRAFT 2021 Annual Report](#)**
4. New hotel development (pd)
 1. The Mayor has asked the EVC to draft a message from the EVC regarding the hotel development. GOALS of our conversation in this meeting are: (1) To hear all voices/opinions, and (2) To vote on an overall stance to take.
 2. **ACTION NEEDED:** Please come to the meeting ready with initial thoughts, ideas.
5. Comprehensive Plan Survey Results (km, bd)
 1. Lyons community was surveyed throughout October and November.
 - i. The Community Survey asked respondents about their hopes and fears for the future, to identify issues and opportunities, and to assess how they felt Lyons was performing in key areas.
 2. **ACTION NEEDED:** Would appreciate the EVC reviewing the summary and bringing any questions/input you may have.
 - i. For the full summary of the Lyons Community Survey visit <https://lyonsthive.com/project-documents> and then click on the Results Summary – Dec 2021
6. Main Street Transformational Strategies (bh)



1. EVC 2022 Goals
7. Events and Promotions (km)
 1. Winter Wonderland Concert Series - Jan/Feb - optimistic
 - i. 3 concerts this winter with ice skating.
 - ii. Local musicians
 - iii. 6 weeks – January 22nd - Feb 26th
 2. Lucky Lyons Run March 12th
 3. Current Ads and Marketing
 - i. [Monthly Ads in Redstone Review](#)
8. CTO: Restart Destinations – Update if available (bh, km)
 1. [Town of Lyons Restart Destinations Workshop Slides](#)
9. Chamber updates/ Other Updates and/or Business from Commission Members (all)
10. Gratitudes

Meeting adjourned:

Important EVC Dates:

2022 meetings:

Jan 19, 2022 09:30 AM
Feb 16, 2022 09:30 AM
Mar 16, 2022 09:30 AM
Apr 20, 2022 09:30 AM
May 18, 2022 09:30 AM
Jun 15, 2022 09:30 AM
Jul 20, 2022 09:30 AM
Aug 17, 2022 09:30 AM
Sep 21, 2022 09:30 AM
Oct 19, 2022 09:30 AM
Nov 16, 2022 09:30 AM
Dec 21, 2022 09:30 AM