



June 14, 2024

Re: Riverbend PUD

Dear Lyons Board of Trustees (BOT),

The Lyons Economic Vitality Commission (EVC) has several mandates as part of our charter; two of those key responsibilities are to:

- Advise the Board of Trustees on matters relating to ways to develop new business, strengthen and support existing business, increase the Town's sales tax base and otherwise promote economic development in the Town.
- Promote a business-friendly environment that encourages the retention of locally-owned businesses and growth of new business consistent with the Comprehensive Plan and the Lyons Primary Planning Area Plans.

With these two goals leading our conversation, we wanted to share with you our collective thoughts on the proposed Riverbend PUD.

We see and understand how the approval of this PUD could result in possible economic benefit to the Town. We also see and understand the possible negative impacts to some residents from certain aspects of the PUD. We trust that the BOT will carefully weigh these factors, and we trust your ultimate decisions.

Most importantly, we wanted to share two suggestions for you to consider as you deliberate on this decision:

1. **Work to maintain a BUSINESS FRIENDLY environment for local businesses.** Regardless of the outcome of the application/hearing, we hope that the owners of Riverbend end up feeling heard and valued, and that they would tell other businesses that the Town of Lyons is easy to work with and cares about local businesses. In order to reach this end point, we encourage the BOT to look for opportunities to:
 - Empathize with the owners of Riverbend. For example, continue to ask for Riverbend's perspective on how the PUD can help them or what would constrain them.
 - Compromise or provide a "give and take" when you are not able to fully approve a certain request. For example, you might decide to approve amplified sound/music, but only for a limited time (e.g. Fridays/Saturdays)



from 4 - 9 pm from June through September), or only inside of a structure. We assert that through communication and compromise, there is a solution to be found and that the BOT should be dedicated to finding it with Riverbend.

2. **Prioritize COMMUNICATION and TRANSPARENCY.** Regardless of the outcome of the application/hearing, we hope that the owners of Riverbend end up feeling like the communication from the BOT and the PCDC was clear, consistent, timely, and transparent. The EVC would like to be a resource for you to meet this goal. Both during and after this PUD hearing, we could act as an intermediary/bridge between the BOT/PCDC and Riverbend. We are well-suited and well-positioned to be both an advocate on behalf of Riverbend and a supportive and unifying voice of the Town. Please let us know how we can help with the vitally important communication process.

Please know that the thoughts expressed in this letter are (of course) partial. In this letter, we wanted to remain concise (we know that BOT packets can get lengthy). If you would like to discuss any of these thoughts, we welcome that discussion at any time.

With gratitude & humility

Paul Dreyer, Chair
Grace Barrett
Asa Firestone
Erin Foudy

Tiffany Martindale
Connie McGuire
Alex Molkentin