



TOWN OF LYONS
DRAFT MINUTES

January 19, 2022 – 9:30 to 11:00 am

Economic Vitality Commission

Location: Lyons Regional Library – Effie Banta Room

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: Erin Foudy, Chris Wynja, Paul Dreyer, Asa Firestone, Mary Huron Hunter, Laura Levy, Hollie Rogin, Kim Mitchell, Brianna Hoyt

Absent: Grace Barrett

Meeting start: 9:30

1. Approval of November Meeting/Minutes
 1. **ACTION NEED: PLEASE REVIEW - [November Minutes written notes](#) & [November Meeting Recording](#)**
 2. Motion:
 3. All in Favor:
2. Board Liaison update (hr)
 1. Hotel is a quasi-judicial matter and therefore Hollie Rogin will not be able to participate in the hotel discussion.
 2. Question from commissioner: is anyone running for the BoT?
 - i. Always encourage people to run
 - ii. Hollie Rogin will be running for mayor, Jocelyn Farrell and Tanya Day both pulled petitions for trustees.
 - iii. Greg Edding has pulled a petition
 - iv. Last night in the Board meeting there was talk of putting an issue on the ballot and that failed. The Town Clerk stated that 4 packets had been pulled for trustees and one had been pulled for mayor.
 1. Mayor Pro-tem Mark Browning wanted to add to the ballot to work with boulder county open space to have access to Heil Valley. That failed, the Board voted to continue to work with Boulder County Open space.
 - a. Because there are no ballot issues, if there are few people who pull packets for the BoT there may not be an election.
 - v. If anyone knows someone interested in becoming a trustee, send them to Hollie if they have questions.
3. New hotel development (pd)
 1. Information on Public Process
 - i. There will be 2 public hearings with the PCDC and then 2 meetings with the Board of Trustees.
 2. Additional Information: the plans will go through the PCDC and BoT as a public process.
 - i. Are they working with someone local for planning?
 3. Hotel Information – a lot of these plans are not certain yet



- i. 79 rooms
 - ii. 2 conference rooms/meeting spaces
 - iii. 2 retail spaces (moxie, and another)
 - iv. A rooftop deck
 - v. Food service – unknown yet
 - vi. The goal is to make the aesthetic fit with the town
4. Questions from Commissioners:
- i. Are they working with someone local on programming/costs/room numbers/etc.
 1. Last feasibility plan is no longer current on pricing.
 2. They are working with someone from eastern Colorado
 3. The numbers they are working with are theoretical
 - a. Working with generalized, national numbers
 - b. A lot is not fully developed
 - c. They are planning on hiring a general manager and are working on building their team.
 - ii. Hotel size
 1. The hotel they are proposing seems large for the space
 - a. The size currently meets code
 - b. **The exterior/façade is not finalized yet**
 - i. Their goal is to get the interior and logistics approved first (room number etc.)
 - ii. The number of rooms is based on how many rooms they need to be financially sustainable.
 2. Will the size become an issue in the off season?
 - a. They plan on being 65% full annually
 - iii. Parking? Where are they going to park vehicles
 1. The plan is to create 25 parkings spots on site – a few more valet. The plan is to request permission from the town to have full time access to the parking lot near the fire station to use as valet parking.
 - a. What about parking for workforce? The hotel has stated that they want to hire locally. They plan on hiring 53 workers – the concern is that there is little workforce in Lyons so there may be an issue with finding local people who can walk/bike to Lyons.
 2. They have to have a parking spot per room.
 3. Workforce?
 - a. They stated they planned on hiring local however Lyons may not have the workforce
 - i. Where will the workforce come from?
 - ii. Where will they park
 1. There is the issue of not having RTD lines right now.
 4. How many rooms is A-Lodge planning for the future?
 - a. A-Lodge is planning a suite as phase 2 of A-Lodge
 - i. Their beer garden is planned to be completed in May
 - ii. They are working on creating a suite



5. Are chains banned in Lyons?
 - a. Can a Marriot come in and build a structure?
 - i. The owners have been approached by chains but are not planning on selling.
 6. Does the town have that much power in the project?
 - a. Utilities
 - i. Can the town support a hotel this size in terms of water treatment?
 - b. But they do have power in parking spaces.
 7. What does Lyons need? What else could it be?
 - a. Office spaces that are not on Main Street
 - b. Warehouse spaces for Lyons business
 - c. Full service restaurants for those rooms
5. Conclusions
- i. 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.
 - a. The commission is pro hotel/pro lodging
 - b. The commission agrees that the hotel may be too large
 - i. It would be more encouraging if the hotel had a better parking plan.
 - c. Could they phase it?
 - i. Phase 1 – a 25-30 room hotel
 - ii. Phase 2 and 3 written out that if things go well with phase 1 they could begin to add on.
 - d. Paul will write a draft and send it out to the commission as a google doc for edits and comments.
4. EVC Annual Report (bh, pd, km)
1. **ACTION NEED:** PLEASE REVIEW this [DRAFT 2021 Annual Report](#)
 - i. Edits: expand goal one to include more general tourism
 - ii. Support downtown businesses
 1. Goal 3: change wording to include off season vitality plan
 2. Can we work with Main Street Program to improve off season tourism – increase local spending
 3. Convene a tourism management group that meets monthly to provide guidance on lodging
 4. Luanch a local education campaign targeted to residences
 5. Collaborate with the national park
 6. Partner with RMNP on co-op marketing
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 NEED:** 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