

APRIL MEETING

Date & Time: Wednesday, April 18, 2023 – 9:30 to 11:00 am

Location: Lyons Regional Library – Effie Banta Room

Virtual connection (if needed): [Use this Zoom link](#), Meeting ID: 839 4224 0372, Passcode: 80540

Commission Members: Asa Firestone, Connie McGuire, Eric Lennert, Erin Foudy, Grace Barrett, Paul Dreyer, Tiffany Martindale

Liaisons: Tanya Mercer-Daty (Board of Trustees), Kim Mitchell (Town Staff)

Attendance: Asa Firestone, Connie McGuire, Eric Lennert, Erin Foudy, Grace Barrett, Paul Dreyer, Tiffany Martindale, Tanya Mercer-Daty (Board of Trustees), Kim Mitchell (Town Staff)

Absent:

Meeting start time: 9:30am

1. Approval of minutes from the most recent meeting
 - a. **PRE-MEETING ACTION ITEM:** Please review [March meeting notes](#), and, as needed, watch the [recording of the March meeting](#) (password: \$9jT&i1!).
 - b. Motion: Grace, Erin seconds
 - c. All in Favor: Unanimous
2. Commission update (pd) - Welcome to Connie! (And brief intros).
3. BOT Liaison Update (td)
 - Spoke to “Board Recap” and other resource documents.
 - Tax revenue update - Feb revenue \$116K, up by about 16%. 51% came from “local” sales tax, 49% came from “online/non-local” sales.
4. DISCUSSION of \$18K grant for wayfinding plans (pd and km). Working with a professional wayfinding firm/consultant to ensure we consider the best elements and also think about design that fits with our community and natural amenities. Will also include community engagement, input and feedback suggestions. The EVC will provide big picture guidance. Elements that EVC feels must be included for wayfinding. Additional elements that would be “nice to include”
 - **PRE-MEETING ACTION ITEM:** Review the [wayfinding examples here](#).

Most important (not in order of importance)
Clear directional clues - e.g. arrows, maps.
Make sure that the signage is changeable/relevant in the future - easy to update. Physical and digital systems that work together - e.g. QR codes.

Additional considerations
Visually appealing - speaks to our artistic community. Do we need design standards?
Regional information/map.

<p>Speak to WALKERS and DRIVERS. Relevant, practical, and appealing font type and size. In general - staying BIGGER would likely be better. And- needs to also improve foot traffic.</p>	<p>Things that are not going to change can be on a static map - e.g. parks, etc.</p>
<p>Wayfinding to parking - but, we don't know where to send folks for parking. Again - important to make wayfinding to parking that could change with seasons and other infrastructure changes.</p>	<p>Feather banners and "old school" ideas that work Note from Grace - physical banners have not improved Planet #s at all.</p>
<p>Might be most important to talk to people who are already coming to/stopping in Lyons - wayfinding to get people to STAY.</p>	<p>Good wayfinding in crosswalk areas, stop light areas.</p>
<p>Digital wayfinding that shows up on people's phones.</p>	<p>Adding a timing piece to Estes - mixed feelings on this one - might not be vital</p>
<p>Hiring an expert that has done this in a similar town.</p>	<p>Use past information/consulting that we already have - at least as jumping off point - a lot of this work might already be done.</p>
<p>Make sure that the most important info is displayed - what to do in Lyons, what makes Lyons special - make sure the WHY is clear - e.g. "Easy, free parking... Local food... Art and gifts... Lodging... Colorado History... Parks for kids and outdoor adventure..."</p>	
<p>Make sure that wayfinding is relevant and effective for both directions of traffic - so:</p> <ul style="list-style-type: none"> ● 36 north and south ● Main, and ● Broadway. 	
<p>Speaks to visitors, not residents.</p>	
<p>Information in the park parking lots - to help when those are full on weekends and events - directing folks to downtown - include specific timing information - e.g. "3 minutes to downtown & stores."</p>	

Other ideas:

- Have a B Cycle option - including signage to that resource.

5. Check-in and updates on our [2023 EVC Goals list](#). (pd)

- Not covered.
6. Relevant updates on businesses around town, Chamber updates, etc (all)
 - Marigold's license for outdoor seating was approved by BOT.
 - Chamber updates:
 - The next Chamber social is on Thursday April 27th at the old Shelley's Cottages - at 5:30.
 - Looking for a new Chamber president.
 - Laverne Johnson statue coming soon - life size.
 7. Updates on other relevant Town business (all)- Broadway Improvements.
 - Broadway project:
 - Delayed again - we have not received the right contractor bids yet.
 - Bids are coming in much more expensive than hoped for - much above our grant amount.
 - Now hopefully it will begin late summer.
 - Main street lightning project - installation of ambient lightning
 - Out to bid now.
 - Goal is making it look more activated between 3rd-5th.
 - Visitor's Center - budgeted to be staffed part-time in the summer - job is posted right now for 25 hours per week.
 - Still to be determined - to use existing or new location for visitors center?
 8. 400-402 Main St fire - most recent updates (km)- Community Mural Project. High profile, festive and fun event to cover up the plywood boards in the windows of the building.
 - LAHC idea on fencing around 400-402
 - Opinion from EVC - make sure that it benefits the existing businesses.
 9. Events and Promotions - questions/discussion only if needed
 - April 21/22 - Trees/limb Drop Off - at public works building
 - June 4 - Summer Artisan Market and Taste of Lyons
 - June 14- Summer Concert Kick off
 - June 16 - Ride the Rockies through Lyons
 10. Other business, ideas, or thoughts for future meetings (all)
 - If time - DISCUSSION on how to use some of the funds for business incubation?
 11. Gratitudes (all)

Meeting adjourned (time):

Important EVC Dates:

2023 meetings:

May 17, 2023 09:30 AM

Jun 19, 2023 09:30 AM

NO JULY MEETING

Aug 16, 2023 09:30 AM

Sep 20, 2023 09:30 AM

Oct 18, 2023 09:30 AM

Nov 15, 2023 09:30 AM

NO DECEMBER MEETING