



DRAFT MINUTES

TOWN OF LYONS - Economic Vitality Commission

**June 15, 2022 – 9:30 to 11:00 am**

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

Liaisons: Board: Tanya Mercer-Daty, Staff: Kim Mitchell, Brianna Hoyt

Guests: Barney Dreistadt, Gil Sparks

Attendance: Erin Foudy, Paul Dreyer, Asa Firestone, Brianna Hoyt, Kim Mitchell

Absent: Mary Huron Hunter, Laura Levy, Grace Barrett, Tanya Daty

Meeting start: 9:35

1. Approval of April Meeting/Minutes
  1. **PRE-MEETING ACTION ITEM:** Please review last month's minutes.
    - i. **MINUTES**
    - ii. **MEETING RECORDING**
  2. Motion: No Quorum – tabled for next meeting
  3. All in Favor:
2. BOT Liaison Update (td)
  1. **PRE-MEETING ACTION ITEM:** Please review the list below. This is a feedback Request from BOT. What best supports the goal of “Prioritize the attraction and retention of businesses and services that allow Lyons’ residents to meet more of their daily needs close to home.”
    - i. Increase overall town revenues by identifying shoulder season activities (November-May)
      1. What should be prioritized? This first point or bringing back services.
        - a. Should focus on the people who are already here rather than the people who may or may not visit
        - b. Services will encourage people to stop in the businesses while running errands/going to the doctor/etc.
        - c. Should talk to the services we currently have and find out what their challenges are.
        - d. We need a good market for these services to exist sustainably in Lyons. Parking could have an impact on this issue.
        - e. What is keeping larger organizations from moving to Lyons?
        - f. Both are important. Medical has only marginal seasonality. Retail/entertainment/food service are seasonal in Lyons because just the local population does not provide enough money input to sustain them through the year. We need to have reasons for the businesses to continue through the seasons that are slow.
    - ii. Strengthen economic sustainability by....
      1. Attending Main Street workshop
        - a. Who would be attending the workshop?
        - b. The Colorado Main Street staff will be meeting with the BoT
        - c. This goal should be adjusted to ‘using and implementing Main Street practices.



2. Enhancing the appearance of Main Street (seek funding for improved facades and signage)
    - a. Does this mean business signage or Town owned properties?
      - i. Some businesses have started painting/updating so this may be a smaller priority since businesses are already doing it.
  3. Creating a coordinated community calendar (in conjunction with business community and chamber)
  4. Update wayfinding (install new signage)
    - a. This is a priority
    - b. Could this be woven into the URA as a capital improvement program. TIFF funding?
      - i. Siphoning of 10-20k may be a feasible thing to do to help with signage and façade.
- iii. Offer essential services in town
1. Talk with State re:rural services (available incentives to resources to attract to small towns)
    - a. We can access USDA rural development funding.
  2. HHSC to identify opportunities for services (what is needed?)
  3. HHSC/EVC to identify locations for services (locations available?)
  4. HHSC/EVC to offer incentives to the service industry (consider options)
    - a. Does the board want the EVC to develop an incentive program?
    - b. Can the commission commit to that? Maybe next year?
    - c. Does Colorado Main Street offer a consultant to help with incentive programs?
    - d. Are property taxes an issue.
    - e. Leakage Study
      - i. \*CC paul on email to Colorado Main Street
3. Comp Plan and Colorado ReStart updates (pd, td, bd)
1. Comp plan meeting tomorrow evening – opportunity for the various boards and commissions to confirm that they input they have provided has been included and to update on the timeline.
4. CEMEX Permit request (pd)
1. We are unsure how much input the Board of Trustees wants from the EVC
  2. Originally Boulder County wanted input from the Town of Lyons last friday. The BoT had a discussion on it and sent a letter requesting an extension for Lyons input on this issue. The Town of Lyons gets to put input into the process. In the interim a local group called the Good Neighbors have put together a presentation on the factors on what should be considered. We are waiting for the county to respond to the request to extend the deadline.
  3. The informaiton will be presented to each commission and each commission will be requested to provide feedback.
  4. It is premature at the moment for the EVC to do anything.
  5. The town ask for an extension to October or beyond.



6. What can the commission do to help
  - i. Reach out to Bart and Sarah Lorang
5. Hotel update (pd – as needed)
6. Broadway Improvements/timeline - Update (as needed)
  1. May do some more changes to the north side
  2. There are some challenges
  3. Possibly looking at Railroad between second and third
    - i. Longmont is putting in their water pump
    - ii. Feedback on whether or not Railroad should be bike/ped only
      1. Which is more important? Having open for cars/bikes or is it more valuable to use it as a parking lot/parking area?
      2. There needs to be a multmodal component
      3. Can an engineer look into adding parking to the street?
        - a. Design it so that parking could be added later.
7. Events and Promotions
  1. Summer Sandstone Concert Series - Wednesdays.
  2. Art @ River Bend – Sun July 17
  3. Venus de Miles – Sat Aug 27
8. Chamber updates, Other Updates and/or Business from Commission Members (all)
  1. Open spot on the EVC
    - i. Paul emailed out a bunch of individuals from the PTO – may have one person on the hook.
    - ii. If commission members have a specific name just email that info to Paul
    - iii. Gil talked to the mayor about the makeup of the committee about whether or not there is opportunity to change the make up on the commission.
      1. Getting rid of the code requirement would be the more difficult task
      2. Redefining what 'in town' means (being in town limits vs. Having a town address).
  2. Lyons Visitor Center – is there a way to open the visitor center?
    - i. Possibly open thursday through sunday
    - ii. Can the chamber help with the funding of that?
    - iii. If anyone has any interest in helping to create a fund
    - iv. Maybe the creative district would want the space?
    - v. There may be some volunteers
9. Lyons Application to progress in the Main Street Program (bh)
  1. Please record any volunteer hours or professional development you have participated in using the google form provided.
    - i. [Volunteer and Professional Development Tracking Form](#)
10. Gratitudes

Meeting adjourned:

Important EVC Dates:

2022 meetings:



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