

## **SEPTEMBER MEETING**

**Date & Time:** Wednesday, September 20, 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, Paul Dreyer, Tiffany Martindale

**Absent:** Grace Barrett

**Meeting start time:**

1. Approval of minutes from the most recent meeting
  - a. **PRE-MEETING ACTION ITEM:** Please review [August meeting minutes](#) and, as needed, watch the [recording of the August meeting](#) (password:Cv+Q=9cH).
  - b. Motion: Tiffany, Paul seconds
  - c. All in Favor: Unanimous approval
2. Presentation by Kristin Cypher with Micheal Baker (consulting firm) regarding Wayfinding.

**PRE-MEETING ACTION ITEMS:**

  - a. Please take **10-15 MINUTES** to fill out the [survey](#).
  - b. Please take **5-10 MINUTES** to check out these [wayfinding concept ideas](#) – for discussion.
  - c. FYI - [this proposal was chosen and approved](#) by the BOT at their Aug 21 meeting.

*In-meeting notes and topics discussed:*

### **Signage & Wayfinding AUDIENCES**

- *Signage Tailored to Different Visitor Experiences - The signage needs to address the different needs of different visitors to Lyons. Some visitors are focused on experiencing the parks and trails, and others are more interested in dining/shopping and arts and culture. Each of these audiences should have signage tailored to their needs.*
- *Reciprocal Activity Signage - There are also opportunities to design signage that encourages visitors doing one type of activity in town to be aware of other easily accessible activities that would allow them to spend more time in Lyons. For example, if a visitor is stopping at a Lyons park, having signage that easily shows them how to walk to the downtown area for dining and shopping (and what's available to eat/drink/experience in that part of town) is important. And this is also true for people who are in the downtown that don't know how easy it is to walk to the river and the park/trails to experience another part of the community.*

- *Audience/Experience-Specific Parking Signage - Specifically when looking at directional signage to parking areas in town, think about tailoring the parking signage to reflect what the lot accesses. For example, have directional parking include symbols like biking/walking/parks for some parking (perhaps color code the signage with green or another 'park' color for these areas), and then for more downtown parking, include symbols like dining/shopping/art and a unique color code for these lots.*

### **Future-Proofing Signage**

- *Ensure New Signage Can be Updated – As the town redevelops and grows, it will be important for the signage to be easily updated, too. Design the signage so that the static messages (like the directional information) can easily/cost effectively be changed as needed.*
- *Digital Wayfinding – Consider things like digital signage that could easily change messages for events and celebrations, or could easily be updated as businesses change (like a digital business directory). Digital signage could also be accessed through a QR code or website URL that stays the same, but allows the information on the back end to be updated as needed.*
- *Google Earth Digital Signage – Research the ability to add wayfinding nodes to Google Earth, so that when people are planning their trip to Estes Park, it lets them know that on their way to the park they can stop in Lyons to have a drink, eat lunch, walk their dog, allow their kids to play at the playground, have a break at the library, stretch their legs along a trail, or browse for art or mementoes.*

### **'Lyons Loops'**

- *Walking and Driving 'Loops' in Town – Create obvious walking and driving loops in town, and highlight the amenities along each pathway. This is easier with walking paths that show how easy it is to hopscotch from destinations like Bond Park to the Library to the downtown, to the high school, to the river, to the Clarifier, to the dog park, and around-and-around. If each of these loops also included walking distances and times, that would make them more useful. And the same with parking and driving loops – because Lyons has one-way streets into and out of town, ensuring that we use signage to point to the side street connections that allow people to loop through the town will make it easier to get people to stop and stay, rather than just drive through.*

### **Parking Signage**

- *Parking Awareness is Key – The biggest impediment to getting people to stop in Lyons is a lack of messaging about where to easily and quickly find a place to park. Designing parking signage as a system of messaging that begins well before the core two blocks of downtown is critical, and will allow visitors to be*

*aware that parking is available, and where to park to experience different parts of town.*

- *Consider Shared Parking – At the large private Lyons Quilting lot, consider a shared parking agreement that allows people to park there to access things like the Kayak/Raft Takeout or the trails.*
- *Make ‘Invisible’ Parking Visible – There are many places to park along High Street and there will be new places to park along Broadway, but these aren’t visible from Main Street. Design signage to point (well in advance) to these parking areas and the cross-streets that access them (and easy loops needed to get back to Main Street). 3 rd and 4 th Avenues are ideal places to have people go north and south to access parking, but the bend and grade at 3 rd Avenue creates confusion, and the very loud/large/numerous CDOT signage at 4 th Avenue is difficult to compete with.*
- *Sign for Charging Station Parking – Make note on the parking signage of the locations of charging stations at Sandstone Park and the Library. Is there also charging at Stickney Avenue?*

### **Trailhead Signage**

- *Daylight Community Amenities and How to Find Them from Trailheads – There is an opportunity with new trailhead signage to orient people to the downtown and other community amenities from the trails. At both trailheads and trail decision-making points, call attention to downtown Lyons amenities (like shopping, dining, coffee, etc) and how easy it is to get to them from the trails.*

### **‘Welcome to Lyons’ Gateway/Photo Opportunity Signage**

- *Create a Place On the Edge of Town for People to Stop and Get Info – Consider designing a compelling welcome/photo opportunity signage location outside of town where people can stop, park, and take a photo that ALSO has maps and information that lets them know what the town has to offer, and where they can either drive or walk to experience more of the community. This area would orient them to Lyons before they come into town, so they’re prepared with knowledge about what to do in town and where to park to access different amenities. This could be in the existing sandstone ‘Welcome to Lyons’/Corridor Park area.*

### **Informational Signage Locations**

- *Places in Town Where Informational Signage Would Be Helpful*
  - *2 nd Avenue Parking Lot*
  - *Dog Park*
  - *Bohn Park*
  - *LaVern M. Johnson Park*
  - *Lyons Redstone Museum*
  - *High School*

- o Sandstone Park/Visitors Center*
- o Corner of 4 th & Main*
- o Kayak/Raft Take-Out Area/RR Avenue Parking*
- o Planet Bluegrass*
- o Redstone Museum*
- o Lyons Skatepark/Hidden Playground*

3. Presentation by Cassie Eyestone, Finance Director. Discussion topic: Vendor fees, sales taxes, budget input from residents and budget priorities from EVC.

*In-meeting notes:*

*Review of sales tax for Lyons - see video presentation.*

*Taxes are paid to the state to the Dept of Revenue.*

*Best months are in the summer for Lyons sales tax collections.*

*YTD through July about \$4K under than through July 2022. June was very wet.*

*Hopeful to meet budgeted sales tax revenues.*

*BUT - projections for year end 2023 are not good - will be decreased from last year - not good that our Town sales tax revenue is decreasing.*

*Online sales tax revenue is collected on anything delivered to Lyons, whether Amazon, Wayfair, apple etc.*

*Finance Director is always conservative with revenue projections*

*Local revenue vs non-local – in terms of impact of local businesses on sales tax remittance.*

*Discussion on the vendor-service fee of 3.3% and if it should be eliminated or not.*

*Paul to create a first draft of a support/thoughts letter from EVC.*

4. Discussion on budget priorities.

- a. **PRE-MEETING ACTION ITEMS:** Please take **5-10 MINUTES** to think about/write down notes on where you think the Town should prioritize our (small) budget. For example, what is more important to spend on in 2024 - safety improvements/sidewalks, capital improvements, road improvements, more on wayfinding/signage, something else?

*In-meeting notes:*

*Spend on longer term investments (easier said than done) - see previous EVC discussions/recommendations.*

AFTER meeting action item - please submit [budget thoughts here](#).

5. BOT Liaison Update (td)

6. Relevant updates from Town, and with businesses around town, Chamber updates, etc (all)

- a. Lyons Creative District. (pd)
- b. Broadway improvements project. (km)

- c. Mural along North side of town hall and funding - public art. (km)
  - d. (If anything new) 400-402 Main St. (km) - Demo delayed due to state regulatory delays on approval of asbestos mitigation proposal.
  - e. (If anything new) Hotel.
  - f. Other updates.
7. Off season event ideas (Porch Fest, Main St Lyons, Moonlight Madness run(s), Bohn-Fire)  
*NOT DISCUSSED DUE TO TIME.*
  8. Events and Promotions - questions/discussion only if needed
    - Rave to Grave Saturday Oct 21
    - Spooktacular! Saturday Oct 28
  8. Check-in and updates on our [2023 EVC Goals list](#). (pd)
  9. Other business, ideas, or thoughts for future meetings (all)
    - For a future meeting - DISCUSSION on how to use some of the funds for business incubation?
  10. Gratitudes (all)

Meeting adjourned (time):

Important EVC Dates:

2023 meetings:

Oct 18, 2023 09:30 AM

Nov 15, 2023 09:30 AM

NO DECEMBER MEETING