Business Retention & Development Committee

Monday, January 7, 2019
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)

I. Call to Order
II. Roll Call
III. Approval of December 3, 2018 Minutes
IV. Approval of Agenda
V. Public Comments on Items Not on the Agenda
VI. Business Matters of Committee
   1. 2019 Open Government Pamphlet
   2. Approval of agenda posting locations
   3. Election of Officers and vacant committee position
   4. December Louisville Business Forum
   5. Discussion of 2019 BRaD Topics or Initiatives
VII. Retention Visits
VIII. ED Report
IX. Reports from committee members –
X. Potential Discussion Items for Next Meeting: February 4, 2019
XI. Adjourn
City Council  
Business Retention and Development Committee  
Meeting Minutes  
December 3, 2018  
Library Meeting Room  
951 Spruce Street  
Louisville, CO 80027

I. CALL TO ORDER – The meeting was called to order by Chair Oberholzer at 8:01 AM in the Library Meeting Room at the Louisville Public Library, 951 Spruce Street, Louisville, Colorado 80027.

II. ROLL CALL – The following members were present:

Committee Members Present:  
Steve Erickson  
Todd Budin  
Nicole Mansour  
Mark Oberholzer  
Scott Reichenberg  
Shelley Angell  
Council Liaison: Council Member Dennis Maloney

Absent Committee Members: Eric Fowles

Staff Present:  
Aaron DeJong, Economic Development Director  
Heather Balser, City Manager  
Rob Zuccaro, Planning & Building Safety Director  
Emily Hogan, City Communications Director

Others Present: Randy Caranci, Jim Tienken

MEETING WAS CALLED TO ORDER BY COMMITTEE CHAIR OBERHOLZER

III. APPROVAL OF NOVEMBER 5, 2018 MINUTES – Approved.

IV. APPROVAL OF AGENDA
V. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA: None.

VI. BUSINESS MATTERS OF THE COMMITTEE:

1. **Louisville Business Forum**: Aaron DeJong provided a summary of the topics to be presented at the Business Forum on Monday evening. Topics to be discussed are:
   i. **City Communications**: Emily Hogan, City Communications Director, outlined her presentation.
   ii. **Downtown Parking**: Aaron DeJong, Economic Development Director, outlined his presentation topics regarding progress to date on downtown parking and future initiatives.
   iii. **Signage**: Rob Zuccaro, Planning and Building Safety Director, outlined his presentation topics regarding the City’s signage ordinances and planned updates thereto.
   iv. **Regional Housing Challenge**: Aaron DeJong noted that Kristin Hyser of the Boulder County Regional Housing Consortium, would be presenting a review of affordable housing initiatives being pursued by Cities and the County for Boulder County.

VII. **RETENTION VISITS.** Mr. DeJong updated the Committee on recent economic development activity in Louisville. See the Economic Development Update dated December 3, 2018 provided by Mr. DeJong. Mr. DeJong advised the Committee that the McCaslin Area Development Study presentation to City Council likely would be delayed to a date after the December 18 City Council meeting.

Mr. DeJong noted that the former Conoco Phillips site was again under contract.

Mr. DeJong noted that City Council is considering modifying the marijuana zoning ordinance to allow more than the current four stores, substituting set back requirements from schools and other sensitive uses as more targeted land use management tools, and allowing manufacturing and cultivation within industrially zoned areas.

VIII. **REPORTS FROM COMMITTEE MEMBERS.** Ms. Angell reminded the Committee that the Louisville Parade of Lights is this Friday.

IX. **POTENTIAL DISCUSSION ITEMS FOR NEXT MEETING.** The Committee identified the following topics for potential discussion at the next meeting to be held on January 7, 2019:
• Review results of the Louisville Business Forum
• Discuss initiatives for the 2019 year

X. **ADJOURN** – The meeting adjourned at 8:40 am.
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Participation in Government

The City of Louisville encourages citizen involvement and participation in its public policy process. There are many opportunities for citizens to be informed about and participate in City activities and decisions. All meetings of City Council, as well as meetings of appointed Boards and Commissions, are open to the public and include an opportunity for public comments on items not on the agenda. No action or substantive discussion on an item may take place unless that item has been specifically listed as an agenda item for a regular or special meeting. Some opportunities for you to participate include:

Reading and inquiring about City Council activities and agenda items, and attending and speaking on topics of interest at public meetings

City Council Meetings:
- Regular meetings are generally held on the first and third Tuesdays of each month at 7:00 PM in the City Council Chambers, located on the second floor of City Hall, 749 Main Street;
- Study sessions are generally held on the second and fourth Tuesdays of each month at 7:00 PM in the Library Meeting Room, located on the first floor of the Library, 951 Spruce Street;
- Regular meetings are broadcast live on Comcast Cable Channel 8 and copies of the meeting broadcasts are available on DVD in the City Manager’s Office beginning the morning following the meeting;
- Regular meetings are broadcast live and archived for viewing on the City’s website at www.LouisvilleCO.gov.
- Special meetings may be held occasionally on specific topics. Agendas are posted a minimum of 48 hours prior to the meeting.

Meeting agendas for all City Council meetings, other than special meetings, are posted a minimum of 72 hours prior to the meeting at the following locations:
- City Hall, 749 Main Street
- Police Department/Municipal Court, 992 West Via Appia
- Recreation/Senior Center, 900 West Via Appia
- Louisville Public Library, 951 Spruce Street
- City website at www.LouisvilleCO.gov

Meeting packets with all agenda-related materials are available 72 hours prior to each meeting and may be found at these locations:
- Louisville Public Library Reference Area, 951 Spruce Street,
- City Clerk’s Office, City Hall, 749 Main Street,
- City website at www.LouisvilleCO.gov

You may receive eNotifications of City Council news as well as meeting agendas and summaries of City Council actions. Visit the City’s website (www.LouisvilleCO.gov) and look for the eNotification link to register.

After they are approved by the City Council, meeting minutes of all regular and special meetings are available in the City Clerk’s office and on the City’s website (www.LouisvilleCO.gov).

Information about City activities and projects, as well as City Council decisions, is included in the Community Update newsletter, mailed to all City residents and businesses. Information is also often included in the monthly utility bills mailed to City residents.

Communicating Directly with the Mayor and City Council Members

Contact information for the Mayor and City Council members is available at www.LouisvilleCO.gov, as well as at City Hall, the Louisville Public Library, and the Recreation/Senior Center. You may email the Mayor and City Council as a group at CityCouncil@LouisvilleCO.gov.

Mayor’s Town Meetings and City Council Ward Meetings are scheduled periodically. These are informal meetings at which all residents, points of view, and issues are welcome. These meetings are advertised at City facilities and on the City’s website (www.LouisvilleCO.gov).

Mayor or City Council Elections

City Council members are elected from three Wards within the City and serve staggered four-year terms. There are two Council representatives from each ward. The mayor is elected at-large and serves a four-year term. City Council elections are held in November of odd-numbered years. For information about City elections, including running for City Council, please contact the City Clerk’s Office, first floor City Hall, 749 Main Street, or call 303.335.4571.

Serving as an Appointed Member on a City Board or Commission

The City Council makes Board and Commission appointments annually. Some of the City’s Boards and Commissions are advisory, others have some decision-making powers. The City Council refers questions and issues to these appointed officials for input and advice. (Please note the Youth Advisory Board has a separate appointment process.) The City’s Boards and Commissions are:
- Board of Adjustment
- Building Code Board of Appeals
- Cultural Council
- Historic Preservation Commission
- Historical Commission
- Housing Authority
- Library Board of Trustees
- Local Licensing Authority
The City follows the Colorado Open Meetings Law ("Sunshine Law") as well as additional open meetings requirements found in the City's Home Rule Charter. These rules and practices apply to the City Council and appointed Boards and Commissions (referred to as a "public body" for ease of reference). Important open meetings rules and practices include the following:

**Regular Meetings**

All meetings of three or more members of a public body (or a quorum, whichever is fewer) are open to the public.

All meetings of public bodies must be held in public buildings and public facilities accessible to all members of the public.

All meetings must be preceded by proper notice. Agendas and agenda-related materials are posted at least 72 hours in advance of the meeting at the following locations:
- City Hall, 749 Main Street
- Police Department/Municipal Court, 992 West Via Appia
- Recreation/Senior Center, 900 West Via Appia
- Louisville Public Library, 951 Spruce Street
- City web site at www.LouisvilleCO.gov

**Study Sessions**

Study sessions are also open to the public. However, study sessions have a limited purpose:

- Study sessions are to obtain information and discuss matters in a less formal atmosphere;
- No preliminary or final decision or action may be made or taken at any study session; further, full debate and deliberation of a matter is to be reserved for formal meetings;
- If a person believes in good faith that a study session is proceeding contrary to these limitations, he or she may submit a written objection. The presiding officer will then review the objection and determine how the study session should proceed.
- Like formal meetings, a written summary of each study session is prepared and is available on the City's website.

**Executive Sessions**

The City Charter also sets out specific procedures and limitations on the use of executive sessions. These rules, found in Article 5 of the Charter, are intended to further the City policy that the activities of City government be conducted in public to the greatest extent feasible, in order to assure public participation and enhance public accountability. The City's rules regarding executive sessions include the following:

**Timing and Procedures**

The City Council and City Boards and Commissions may hold an executive session only at a regular or special meeting.

No formal action of any type, and no informal or “straw” vote, may occur at any executive session. Rather, formal
actions, such as the adoption of a proposed policy, position, rule or other action, may only occur in open session.

Prior to holding an executive session, there must be a public announcement of the request and the legal authority for convening in closed session. There must be a detailed and specific statement as to the topics to be discussed and the reasons for requesting the session.

The request must be approved by a supermajority (two-thirds of the full Council, Board, or Commission). Prior to voting on the request, the clerk reads a statement of the rules pertaining to executive sessions. Once in executive session, the limitations on the session must be discussed and the propriety of the session confirmed. If there are objections and/or concerns over the propriety of the session, those are to be resolved in open session.

Once the session is over, an announcement is made of any procedures that will follow from the session.

Executive sessions are recorded, with access to those tapes limited as provided by state law. Those state laws allow a judge to review the propriety of a session if in a court filing it is shown that there is a reasonable belief that the executive session went beyond its permitted scope. Executive session records are not available outside of a court proceeding.

**Authorized Topics**

For City Council, an executive session may be held only for discussion of the following topics:

- Matters where the information being discussed is required to be kept confidential by federal or state law;
- Certain personnel matters relating to employees directly appointed by the Council, and other personnel matters only upon request of the City Manager or Mayor for informational purposes only;
- Consideration of water rights and real property acquisitions and dispositions, but only as to appraisals and other value estimates and strategy for the acquisition or disposition; and
- Consultation with an attorney representing the City with respect to pending litigation. This includes cases that are actually filed as well as situations where the person requesting the executive session believes in good faith that a lawsuit may result, and allows for discussion of settlement strategies.

The City’s Boards and Commissions may only hold an executive session for consultation with its attorney regarding pending litigation.

**Ethics**

Ethics are the foundation of good government. Louisville has adopted its own Code of Ethics, which is found in the City Charter and which applies to elected officials, public body members, and employees. The Louisville Code of Ethics applies in addition to any higher standards in state law. Louisville’s position on ethics is perhaps best summarized in the following statement taken from the City Charter:

> Those entrusted with positions in the City government must commit to adhering to the letter and spirit of the Code of Ethics. Only when the people are confident that those in positions of public responsibility are committed to high levels of ethical and moral conduct, will they have faith that their government is acting for the good of the public. This faith in the motives of officers, public body members, and employees is critical for a harmonious and trusting relationship between the City government and the people it serves.

The City’s Code of Ethics (Sections 5-6 though 5-17 of the Charter) is summarized in the following paragraphs. While the focus is to provide a general overview of the rules, it is important to note that all persons subject to the Code of Ethics must strive to follow both the letter and the spirit of the Code, so as to avoid not only actual violations, but public perceptions of violations. Indeed, perceptions of violations can have the same negative impact on public trust as actual violations.

**Conflicts of Interest**

One of the most common ethical rules visited in the local government arena is the “conflict of interest rule.” While some technical aspects of the rule are discussed below, the general rule under the Code of Ethics is that if a Council, Board, or Commission member has an “interest” that will be affected by his or her “official action,” then there is a conflict of interest and the member must:

- Disclose the conflict, on the record and with particularity;
- Not participate in the discussion;
- Leave the room; and
- Not attempt to influence others.

An “interest” is a pecuniary, property, or commercial benefit, or any other benefit the primary significance of which is economic gain or the avoidance of economic loss. However, an “interest” does not include any matter conferring similar benefits on all property or persons similarly situated. (Therefore, a City Council member is not prohibited from voting on a sales tax increase or decrease if the member’s only interest is that he or she, like other residents, will be subject to the higher or lower tax.) Additionally, an “interest” does not include a stock interest of less than one percent of the company’s outstanding shares.

The Code of Ethics extends the concept of prohibited interest to persons or entities with whom the member is associated. In particular, an interest of the following persons and entities is also an interest of the member: relatives (including persons related by blood or marriage to certain
degrees, and others); a business in which the member is an officer, director, employee, partner, principal, member, or owner; and a business in which member owns more than one percent of outstanding shares.

The concept of an interest in a business applies to profit and nonprofit corporations, and applies in situations in which the official action would affect a business competitor. Additionally, an interest is deemed to continue for one year after the interest has ceased. Finally, “official action” for purposes of the conflict of interest rule, includes not only legislative actions, but also administrative actions and “quasi-judicial” proceedings where the entity is acting like a judge in applying rules to the specific rights of individuals (such as a variance request or liquor license). Thus, the conflict rules apply essentially to all types of actions a member may take.

Contracts

In addition to its purchasing policies and other rules intended to secure contracts that are in the best interest of the City, the Code of Ethics prohibits various actions regarding contracts. For example, no public body member who has decision-making authority or influence over a City contract can have an interest in the contract, unless the member has complied with the disclosure and recusal rules. Further, members are not to appear before the City on behalf of other entities that hold a City contract, nor are they to solicit or accept employment from a contracting entity if it is related to the member’s action on a contract with that entity.

Gifts and Nepotism

The Code of Ethics, as well as state law, regulates the receipt of gifts. City officials and employees may not solicit or accept a present or future gift, favor, discount, service or other thing of value from a party to a City contract, or from a person seeking to influence an official action. There is an exception for the “occasional nonpecuniary gift” of $15 or less, but this exception does not apply if the gift, no matter how small, may be associated with the official’s or employee’s official action, whether concerning a contract or some other matter. The gift ban also extends to independent contractors who may exercise official actions on behalf of the City.

The Code of Ethics also prohibits common forms of nepotism. For example, no officer, public body member, or employee shall be responsible for employment matters concerning a relative. Nor can he or she influence compensation paid to a relative, and a relative of a current officer, public body member or employee cannot be hired unless certain personnel rules are followed.

Other Ethics Rules of Interest

Like state law, Louisville’s Code of Ethics prohibits the use of non-public information for personal or private gain. It also prohibits acts of advantage or favoritism and, in that regard, prohibits special considerations, use of employee time for personal or private reasons, and use of City vehicles or equipment, except in same manner as available to any other person (or in manner that will substantially benefit City). The City also has a “revolving door” rule that prohibits elected officials from becoming City employees either during their time in office or for two years after leaving office. These and other rules of conduct are found in Section 5-9 of the Code of Ethics.

Disclosure, Enforcement, and Advisory Opinions

The Code of Ethics requires that those holding or running for City Council file a financial disclosure statement with the City Clerk. The statement must include, among other information, the person’s employer and occupation, sources of income, and a list of business and property holdings.

The Code of Ethics provides fair and certain procedures for its enforcement. Complaints of violations may be filed with the City prosecutor; the complaint must be a detailed written and verified statement. If the complaint is against an elected or appointed official, it is forwarded to an independent judge who appoints a special, independent prosecutor for purposes of investigation and appropriate action. If against an employee, the City prosecutor will investigate the complaint and take appropriate action. In all cases, the person who is subject to the complaint is given the opportunity to provide information concerning the complaint.

Finally, the Code allows persons who are subject to the Code to request an advisory opinion if they are uncertain as to applicability of the Code to a particular situation, or as to the definition of terms used in the Code. Such requests are handled by an advisory judge, selected from a panel of independent, disinterested judges who have agreed to provide their services. This device allows persons who are subject to the Code to resolve uncertainty before acting, so that a proper course of conduct may be identified. Any person who requests and acts in accordance with an advisory opinion issued by an advisory judge is not subject to City penalty, unless material facts were omitted or misstated in the request. Advisory opinions are posted for public inspection; the advisory judge may order a delay in posting if the judge determines the delay is in the City’s best interest.

Citizens are encouraged to contact the City Manager’s Office with any questions about the City’s Code of Ethics. A copy of the Code is available at the City’s website (www.LouisvilleCO.gov) and also from the Offices of the City Manager and City Clerk.
Other Laws on Citizen Participation in Government

Previous sections of this pamphlet describe Louisville's own practices intended to further citizen participation in government. Those practices are generally intended to further dissemination of information and participation in the governing process. Some other laws of interest regarding citizen participation include:

Initiative and Referendum

The right to petition for municipal legislation is reserved to the citizens by the Colorado Constitution and the City Charter. An initiative is a petition for legislation brought directly by the citizens; a referendum is a petition brought by the citizens to refer to the voters a piece of legislation that has been approved by the City Council. In addition to these two petitioning procedures, the City Council may refer matters directly to the voters in the absence of any petition. Initiative and referendum petitions must concern municipal legislation—as opposed to administrative or other non-legislative matters. By law the City Clerk is the official responsible for many of the activities related to a petition process, such as approval of the petition forms, review of the signed petitions, and consideration of protests and other matters. There are minimum signature requirements for petitions to be moved to the ballot; in Louisville, an initiative petition must be signed by at least five percent of the total number of registered electors. A referendum petition must be signed by at least two and one-half percent of the registered electors.

Public Hearings

In addition to the opportunity afforded at each regular City Council meeting to comment on items not on the agenda, most City Council actions provide opportunity for public comment through a public hearing process. For example, the City Charter provides that a public hearing shall be held on every ordinance before its adoption. This includes opportunities for public comment prior to initial City Council discussion of the ordinance, as well as after Council's initial discussion but before action. Many actions of the City are required to be taken by ordinance, and thus this device allows for citizen public hearing comments on matters ranging from zoning ordinances to ordinances establishing offenses that are subject to enforcement through the municipal court.

Additionally, federal, state, and/or local law requires a public hearing on a number of matters irrespective of whether an ordinance is involved. For example, a public hearing is held on the City budget, the City Comprehensive Plan and similar plans, and a variety of site-specific or person-specific activities, such as annexations of land into the city, rezonings, special use permits, variances, and new liquor licenses. Anyone may provide comments during these hearings.

Public Records

Access to public records is an important aspect of citizen participation in government. Louisville follows the Colorado Open Records Act (CORA) and the additional public records provisions in the City Charter. In particular, the Charter promotes the liberal construction of public records law, so as to promote the prompt disclosure of City records to citizens at no cost or no greater cost than the actual costs to the City.

The City Clerk is the custodian of the City’s public records, except for financial, personnel, and police records which are handled, respectively, by the Finance, Human Resources, and Police Departments. The City maintains a public policy on access to public records, which include a records request form, a statement of fees, and other guidelines. No fee is charged for the inspection of records. No fee is charged for locating or making records available for copying, except in cases of voluminous requests or dated records, or when the time spent in locating records exceeds two hours. No fees are charged for the first 25 copies requested or for electronic records.

Many records, particularly those related to agenda items for City Council and current Board and Commission meetings, are available directly on the City’s website (www.LouisvilleCO.gov). In addition to posting agenda-related material, the City maintains communication files for the City Council and Planning Commission. These are available for public inspection at the City Clerk’s Office, 749 Main Street.

CORA lists the categories of public records that are not generally open to public inspection. These include, for example, certain personnel records and information, financial and other information about users of city facilities, privileged information, medical records, letters of reference, and other items listed in detail in CORA. When public records are not made available, the custodian will specifically advise the requestor of the reason.

Citizens are encouraged to review the City’s website (www.LouisvilleCO.gov) for information, and to contact the City with any questions regarding City records.

Public Involvement Policy

Public participation is an essential element of the City’s representative form of government. To promote effective public participation City officials, advisory board members, staff and participants should all observe the following guiding principles, roles and responsibilities:

Guiding Principles for Public Involvement

Inclusive not Exclusive - Everyone’s participation is
welcome. Anyone with a known interest in the issue will be identified, invited and encouraged to be involved early in the process.

Voluntary Participation - The process will seek the support of those participants willing to invest the time necessary to make it work.

Purpose Driven - The process will be clearly linked to when and how decisions are made. These links will be communicated to participants.

Time, Financial and Legal Constraints - The process will operate within an appropriate time frame and budget and observe existing legal and regulatory requirements.

Communication - The process and its progress will be communicated to participants and the community at-large using appropriate methods and technologies.

Adaptability - The process will be adaptable so that the level of public involvement is reflective of the magnitude of the issue and the needs of the participants.

Access to Information - The process will provide participants with timely access to all relevant information in an understandable and user-friendly way. Education and training requirements will be considered.

Access to Decision Making - The process will give participants the opportunity to influence decision making.

Respect for Diverse Interests - The process will foster respect for the diverse values, interests and knowledge of those involved.

Accountability - The process will reflect that participants are accountable to both their constituents and to the success of the process.

Evaluation - The success and results of the process will be measured and evaluated.

Roles and Responsibilities - City Council

City Council is ultimately responsible to all the citizens of Louisville and must weigh each of its decisions accordingly. Councilors are responsible to their local constituents under the ward system; however they must carefully consider the concerns expressed by all parties. Council must ultimately meet the needs of the entire community—including current and future generations—and act in the best interests of the City as a whole.

During its review and decision-making process, Council has an obligation to recognize the efforts and activities that have preceded its deliberations. Council should have regard for the public involvement processes that have been completed in support or opposition of projects.

Roles and Responsibilities - City Staff and Advisory Boards

The City should be designed and run to meet the needs and priorities of its citizens. Staff and advisory boards must ensure that the Guiding Principles direct their work. In addition to the responsibilities established by the Guiding Principles, staff and advisory boards are responsible for:

- ensuring that decisions and recommendations reflect the needs and desires of the community as a whole;
- pursuing public involvement with a positive spirit because it helps clarify those needs and desires and also adds value to projects;
- fostering long-term relationships based on respect and trust in all public involvement activities;
- encouraging positive working partnerships;
- ensuring that no participant or group is marginalized or ignored;
- drawing out the silent majority, the voiceless and the disempowered; and being familiar with a variety of public involvement techniques and the strengths and weaknesses of various approaches.

All Participants

The public is also accountable for the public involvement process and for the results it produces. All parties (including Council, advisory boards, staff, proponents, opponents and the public) are responsible for:

- working within the process in a cooperative and civil manner;
- focusing on real issues and not on furthering personal agendas;
- balancing personal concerns with the needs of the community as a whole;
- having realistic expectations;
- participating openly, honestly and constructively, offering ideas, suggestions and alternatives;
- listening carefully and actively considering everyone’s perspectives;
- identifying their concerns and issues early in the process;
- providing their names and contact information if they want direct feedback;
- remembering that no single voice is more important than all others, and that there are diverse opinions to be considered;
- making every effort to work within the project schedule and if this is not possible, discussing this with the proponent without delay;
- recognizing that process schedules may be constrained by external factors such as limited funding, broader project schedules or legislative requirements;
- accepting some responsibility for keeping themselves aware of current issues, making others aware of project activities and soliciting their involvement and input; and
- considering that the quality of the outcome and how that outcome is achieved are both important.

Updated December 2015
This pamphlet is prepared pursuant to the Home Rule Charter of the City of Louisville.

This is a compilation of Articles 4 and 5 of the Charter of the City of Louisville and is available at all times in the City Clerk’s Office, 749 Main Street, Louisville, Colorado, and on the City’s web site at www.LouisvilleCO.gov.

This pamphlet is also provided to every member of a public body (board or commission) at that body’s first meeting each year.
SUBJECT: POSTING NOTICES OF PUBLIC MEETINGS

DATE: JANUARY 7, 2019

PRESENTED BY: AARON M. DEJONG

SUMMARY:
At the first meeting of 2019, the BRaD is required to identify the locations for Posting Notices of Public Meetings (better known as meeting agendas). The following are the locations identified as the official posting locations for the BRaD agendas:

- City Hall
- Recreation/Senior Center
- Library
- Police Department/Municipal Court Building
- City web site (www.LouisvilleCO.gov)

RECOMMENDATION:
Staff recommends approving a motion to adopt the above locations as the official posting locations for BRaD agendas.
SUBJECT: BUSINESS FORUM UPDATE

DATE: JANUARY 7, 2019

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

The Business Forum was held on December 3, 2018 at the Ascent Church. Approximately 60 attendees were at the event. The forum highlighted four topics for attendees to discuss, which included:

- City Sign Code
- Downtown Parking
- Regional Housing Challenge
- City Communications

Staff would like the Committee to discuss the event, its pros and cons, modifications to make for future events, and topics to cover for future events.
AT the December 2018 BRaD meeting, members requested a discussion in January 2019 of topics or initiatives to focus on in 2019.

The following is a list (in no particular order) of staff developed potential topics first prepared in 2017 and updated for 2019. Staff wrote a brief synopsis for each topic to affirm each topic’s intent.

Continue retention visits
Meeting with existing businesses provides opportunities to discuss opportunities and challenges of doing business in Louisville. The visits also serve to build working relationships between City representatives and business. Retention Visits are conducted to be an informal, subjective discussion of topics of interest to the business.

The BRaD Committee has continuously been working on this topic.

Review the City’s Business Assistance Program (BAP) and compare to what other municipalities are doing
Louisville’s BAP program has been available to encourage business and retail growth for many years. Conduct a review of offered incentives and other communities programs. Also review projects that did not locate in Louisville to learn lessons from lost projects.

The BRaD committee last addressed this topic in December 2017.

Investigate the costs of doing business in Louisville compared to other cities
How does the cost of doing business in Louisville compare to neighboring communities. Look specifically at impact Fees, utility fees, utility rates, and taxes.

The BRaD committee last addressed this topic in November 2017.

Discuss downtown parking challenges
Economic growth in downtown has continued since 2014. There is very little vacancy, property values continue to increase, and property owners are considering redeveloping their properties to create additional leasable space to accommodate current and future demand. A main component in evaluating redevelopment options is satisfying the off-street parking requirements. Property owners are unsure how the City plans to address parking challenges.
The BRaD committee last addressed this topic in December 2018.

**Reviews of marketing brochures and discuss ways to promote existing businesses**

Assist Staff in developing new marketing documents to use when interacting with potential new businesses. Review the current documents and make modifications to increase their value and effectiveness. Investigate implementation of a “Buy Local” campaign to encourage residents to shop within the community.

The BRaD Committee encouraged funding for added funding for communications in the 2019-20 budget.

**Continue Louisville Business Forum**

The BRaD Committee has held two business forums in 2018, May and December. The Forum is an opportunity to gather area business leaders and educate, inform, and discuss topics of interest.

**BRaD committee involvement early in policy discussions**

Discuss how the BRaD committee can be incorporated into policy discussions when business issues are a component to the decision making.

The BRaD committee last addressed this topic through the creation of its Economic Strategy in April 2018.

**Industry sector diversification**

Review the primary employer diversification by industry.

The BRaD Committee reviewed this topic at the Louisville Business Forum in May 2018.

**Discuss transportation infrastructure**

The City is underway on developing a Transportation Master Plan for Louisville. The Transportation Master Plan (TMP) is like a blueprint that will guide planning, decision making, and project implementation for all modes of transportation in Louisville over the next 20 years and beyond. The plan will correlate with the City’s Comprehensive Plan, Sustainability Plan, and provide recommendations to improve safety, increase accessibility, and provide more mobility options for the community.

**Discuss Downtown Retail challenges**

Successful traditional downtowns have many components to foster/promote/retain a vibrant retail environment. What is going well to encourage retail vibrancy and what efforts and/or changes could be pursued?

**Commercial Design Guidelines and Sign Code Update**

Planning Staff is working with consultants to update the city’s commercial design guidelines and Sign Code. Staff will be bringing a draft to the BRaD committee for review and input in 2019.
McCaslin Area Development Study
City Council is expected to give direction regarding next steps through the McCaslin Area Development Study.

Regional Housing Challenge
Boulder County area communities are in the early stages of attacking the housing challenge facing many residents and employees in the region. The Boulder County Regional Housing Consortium was formed to help lead discussions. The generally agreed upon goal is to secure 12% of the housing inventory as permanently affordable to low- and middle-income households by 2035.

This topic was a component of the Louisville Business Forum in December 2018.

RECOMMENDATION:
Staff requests the BRaD committee review the topic list to add/delete/modify topics and prioritize the discussions.
McCaslin Area Development Study
The City’s consultants, EPS and Trestle Strategy, are continuing work on the McCaslin Area Study. The next step to City Council will be analyses of various development scenarios as to their market viability, fiscal performance, and satisfying the community’s desires for the area. The analysis is currently scheduled to be presented at the City Council’s February 5, 2019 meeting.

Conceptual Parking Garage Design
The Louisville Revitalization Commission (LRC) is working on a conceptual design for a future parking structure to potentially address future parking needs in downtown. The design work is underway and the LRC is planning to give a presentation on the work at the City Council's January 22, 2019 meeting.

Modifications to Marijuana Ordinance considered by City Council
City Council has asked staff to provide options for modifying the city’s regulations on marijuana sales locations, manufacturing, and cultivation within town. The first reading of the modified ordinance is scheduled for January 8th, with second reading on February 5. The main changes outlined in the ordinance is lessening restrictions on locating medical or retail sales location, expanding the maximum size of a retail location to 5,000 sf, allowing manufacturing of marijuana products, and allowing cultivation within industrial zoned areas of town.

Additional information regarding the proposed changes can be found in the December 13, 2018 Planning Commission packet. A link to the item is below.
http://www.louisvilleco.gov/Home/ShowDocument?id=21821