

## ***Business Retention & Development Committee***

**Tuesday, January 15, 2019  
8:00 AM – 9:00 AM  
Library Meeting Room  
951 Spruce Street  
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of January 7, 2019 Minutes
- IV. Approval of Agenda
- V. Public Comments on Items Not on the Agenda
- VI. Business Matters of Committee
  1. Discussion of 2019 BRaD Topics or Initiatives
- VII. Reports from committee members –
- VIII. Potential Discussion Items for Next Meeting: February 4, 2019
- IX. Adjourn

## LOUISVILLE ECONOMIC MISSION & GOALS

Provide guidance to the City Council on policies that foster a vibrant and thriving business community.

The goal is to ensure long-term revenue through the creation and promotion of a business-friendly climate, while maintaining a high quality of life for residents and workers.



### Sustainable Revenue

- Diversify revenue sources
- Methodical long-term planning
- A culture of adaptability and responsiveness



### Business Friendly

- Healthy Communication
- Efficient processes and decision making
- Supportive of existing business
- Proactively market and communicate to new biz



### Quality of Life

- Create environment for high wage jobs
- Continue to protect, invest and market our amenities
- Continue to protect and invest in our community

***City Council  
Business Retention and  
Development Committee  
Meeting Minutes***

**January 7, 2019  
Library Meeting Room  
951 Spruce Street  
Louisville, CO 80027**

**I. CALL TO ORDER** –The meeting was called to order by Chair Oberholzer at 8:00 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:

Todd Budin  
Steve Erickson  
Mark Oberholzer  
Scott Reichenberg

Council Liaison:

Council Members Dennis Maloney and Chris Leh

Absent Committee Members: Nicole Mansour, Shelley Angell

Staff Present:

Aaron DeJong, Economic Development Director  
Heather Balser, City Manager

Others Present:

Randy Caranci, Jim Tienken

**MEETING WAS CALLED TO ORDER BY COMMITTEE CHAIR OBERHOLZER**

**III. APPROVAL OF DECEMBER 3, 2018 MINUTES** – Approved.

**IV. APPROVAL OF AGENDA** – Approved.

**V. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:** The Committee and members of the public and staff had a brief discussion of the manner of posting of meetings and suggestion that better use be made of social media as means of expanding notice of BRaD meetings. The Committee asked staff to look into adding notice of BRaD meetings to the City's social media page(s).

**VI. BUSINESS MATTERS OF THE COMMITTEE:**

1. **2019 Open Government Pamphlet:** Aaron DeJong noted the meeting package includes a copy of the Louisville 2019 Open Government & Ethics Pamphlet for review by Committee members. City staff will notify those members of the Committee who need to complete the Biennial Louisville ethics in government class.
2. **Approval of Agenda Posting Locations:** On motion duly made and seconded, the Committee approved the following official posting locations for the BRaD Meeting Agendas:
  - i. Louisville City Hall
  - ii. Louisville Recreation / Senior Center
  - iii. Louisville Public Library
  - iv. Louisville Police Department and Municipal Court Building
  - v. Louisville City web site – [www.LouisvilleCO.gov](http://www.LouisvilleCO.gov)
3. **Election of Officers and Vacant Committee Position:** Aaron DeJong noted that City Council did not fill the vacancy created by Eric Fowles's departure. Because of a low number of applications, the City Council elected not to fill the vacancy and will solicit applications for the vacancy at a later to be determined date.

By acclamation, Committee members voted to appoint the following individuals to the respective positions set forth opposite their names:

- Mark Oberholtzer: Chair
  - Shelley Angell: Vice Chair
  - Steven Erickson: Secretary
4. **December Louisville Business Forum:** The Committee discussed the performance / results of the December Business Forum. Comments and discussion included:
    - Appeared that 50-60 people attended the Forum, down a bit from the May Forum.
    - Suggest holding the Business Forum again in May 2019.
    - Suggest having a facilitator at the next Forum to encourage more participation / input from attendees, with specific inquiry regarding 'what's working' / what's not' in Louisville business climate.

- Consider holding the Forum in a different venue / location in the City to draw (perhaps) different attendees.
- BRaD Committee should assess specific topics to include in the next Forum in addition to the facilitator questions / discussion.
- BRaD Committee members agreed it would be helpful for Committee members to contact business colleagues to solicit input on issues affecting their businesses, and encourage them to attend the next Business Forum.
- Mr. DeJong agreed to provide to Committee members who request a contact list of Louisville businesses.
- Committee agreed to continue the Business Survey on an annual basis – next one being in the Fall of 2019.
- Committee noted that the appearance / perception is that business (retail, restaurant, service industry) is doing fine in Louisville. If that is not the case (which several members opined), the Committee must bring that information forward to City Council and the Louisville community backed by supporting facts and suggested measures to address the issues raised.

Aaron DeJong will research venues and facilitators for the May Forum and report back to the Committee.

5. **Discuss 2019 BRaD Topics and/or Initiatives:** The Committee reviewed the list of potential BRaD discussion topics for 2019 provided in the Committee meeting packet, discussing possible focal points without coming to a decision on a final list. Council Member Maloney noted City Council would be discussing the Council Workplan for 2019 at its Tuesday Jan 15 meeting. After discussion, the Committee agreed to hold a Special Meeting on Tuesday Jan 15 at 8 a.m. in the Louisville Library Meeting Room to review the 2019 potential topics / goals list circulated to Council on Friday January 12, and provide specific comments and suggested topics / goals recommended by the BRaD Committee to City Council for consideration for 2019.

The Committee requested that City Staff provide / include the following for future BRaD meetings:

- Include the BRaD Mission Statement at the beginning of each meeting Agenda.
- Ask Rob Zuccaro, Planning & Building Safety Director, to provide an update on the City permitting process / building code and sign ordinance update process and status.
- Include a Council Member Liaison Update on each Agenda
- Provide a report to the Committee regarding action taken by Council on each matter forwarded to Council by the Committee.
- Include with the BRaD Committee packet an agenda of coming City Council goals / topics / action items under consideration by Council.

VII. **RETENTION VISITS.** No formal retention visits occurred in December due to the December Business Forum coordination and the holiday period.

VIII. **REPORTS FROM COMMITTEE MEMBERS.** None.

IX. **POTENTIAL DISCUSSION ITEMS FOR NEXT MEETING.** The Committee identified the following topics for potential discussion at the special meeting to be held on January 15, 2019:

- Review City Council Goals / Topics list (as discussed above)
- Provide BRaD comments on and specific BRaD topics for consideration by City Council

X. **ADJOURN** – The meeting adjourned at 9:40 am.

**SUBJECT: 2019 BRAD POTENTIAL DISCUSSION TOPICS**

**DATE: JANUARY 15, 2019**

**PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT**

At the January 7, 2019 BRaD meeting, members requested to continue the discussion of topics or initiatives to focus on in 2019. City Council will be holding an initial discussion of their 2019 Workplan topics the evening of January 15, 2019. When published, the list of potential City Council workplan topics will be available on the following webpage:

<http://www.louisvilleco.gov/government/city-council/city-council-meeting-agendas-packets-minutes>

**From the January 7, 2019 BRaD meeting:**

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.

Review 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.