City Council
Special Meeting
Ward III City Council Vacancy
Applicant Interviews
Monday, December 16, 2019
City Hall, Spruce Room
749 Main Street
5:00 PM

1. CALL TO ORDER
2. DISCUSSION OF INTERVIEW QUESTIONS & PROCESS
3. APPLICANT INTERVIEWS
4. DISCUSSION & IDENTIFICATION OF POTENTIAL APPOINTEE
5. ADJOURN
City Council
City Council Ward III Applicant Interviews
Monday, December 16, 2019
5:00 PM
City Hall, 749 Main Street, Spruce Room

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<tr>
<th>TIME</th>
<th>NAME</th>
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<tr>
<td>5:00 PM</td>
<td>Discussion of Interview Questions &amp; Dinner</td>
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<tr>
<td>5:30 AM</td>
<td>Eric Fowles</td>
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<td>6:00 PM</td>
<td>Angie Layton</td>
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<td>6:30 PM</td>
<td>Errin Weller</td>
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<td>7:00 PM</td>
<td>Alex McCraken</td>
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<td>7:30 PM</td>
<td>Kyle Brown</td>
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<td>8:00 PM</td>
<td>Discussion and Identification of Potential Appointee</td>
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Applications are due by 5 pm on December 5, 2019. Applications should be emailed to MeredythM@LouisvilleCO.gov or hand-delivered to City Hall, 749 Main Street.

Applicants may be interviewed by the City Council the evening of December 16, 2019.

To serve as a Ward III City Council member you must meet the following requirements:
- Reside in Ward III and have done so for a minimum of 12 months (see attached map).
- Be a citizen of the United States
- Be at least 18 years of age
- Be a registered elector

Name of Applicant: Kyle Michael Brown

Home Address: 667 W Lilac Ct

Phone Number: 303.349.7421

Email Address: kylemichaelbrown@gmail.com

Occupation: Chief Affordability Officer

Employer: Division of Insurance (State of Colorado)

Length of Time Living in Louisville: 23.5 years

Length of Time Living in Ward III: 16 years

Education: Ph.D. in Biology, B.S. in Biology and Government

1) **STATEMENT OF INTEREST:**
   Please attach a letter or statement briefly describing your interest in serving on the City Council. Feel free to indicate any areas of expertise, background, concerns and/or general information that may be applicable. You may also attach a resume or other information you feel may be relevant to your application.

2) **SUPPLEMENTAL QUESTIONS:**
   A list of supplemental questions is attached. Please answer each question and return the answers with your application.

3) **DO YOU CURRENTLY SERVE ON A CITY BOARD OR COMMISSION?**
   - YES  NO  
   If Yes, please identify which board or commission.

   **Local Licensing Authority**
   Should you be appointed to this position, you shall be deemed to have resigned as a member of that board on the date of taking the oath of office for the City Council. (Per City Charter Section 3-3(f)).
4) DISCLOSURES:
Have you ever been convicted of a felony offense, embezzlement, bribery, perjury, solicitation of bribery, or subordination of perjury? □ YES □ NO If yes, list for each case: (1) date of offense; (2) charge; (3) jurisdiction; (4) court name and (5) disposition:

Per the City Charter Sections 3-3 (c) & (d) any person who seeks election or appointment to the office of Councilmember, and who has been convicted of any of these offenses, shall disclose the same in writing under penalty of perjury.

A conviction includes being found guilty of, a plea of guilty to, a plea of no contest or nolo contendere to, or the receipt of a deferred judgment or deferred sentence for, any of the offenses listed above, but does not include any conviction for which the records have been ordered expunged or sealed.

5) Do you or a company you work for or own do business with the City of Louisville? □ YES □ NO If Yes, please explain below:

- It is the policy of the City Council to make appointments to the citizen boards, commissions, committees, and task forces based on the needs of the City as well as the interests and qualifications of each applicant without discrimination based on race, color, national origin or ancestry, gender, religious convictions, disability, age, or sexual orientation.

- Anyone applying to this position is subject to a background check.

- All information on this application is public record and may be released for public review.

- If appointed, City Council attendance rules state members may miss no more than six (6) regular meetings in any twelve (12) month period.

- This appointment will expire in November 2020. The appointee will be eligible to run in the November 2020 election for the remaining one year of this term.

- If you have questions about the application or the application process, please contact City Clerk Meredyth Muth (MeredythM@LouisvilleCO.gov or 303.335.4536).
I certify that the information in this application is true and complete. I understand that false statements, misrepresentations or omissions of information in this application may result in rejection of this application. The City is expressly authorized to investigate all statements contained in this application and, in connection therewith, to request a criminal history from the Colorado Bureau of Investigation. I consent to the release of information about my ability and fitness by employers, schools, criminal justice agencies, and other individuals and organizations to investigators, personnel staffing specialists, and other authorized employees of the City of Louisville, and release all parties for all liability for any damage that may result from furnishing such information.

In the event that I am selected to serve on the City Council, I agree to comply with all of its ordinances, rules, and regulations.

I grant full permission to use any photographs, videotapes, recordings or any other record of my participation as a City Council member.

The City will provide any applicant who is rejected as a result of a background investigation information on how to obtain the report and contact information for the reporting agency. Determinations to reject an applicant as a result of the criminal background investigation report are final.

BY SIGNING BELOW, I AGREE THAT I UNDERSTAND AND CONSENT TO THE ABOVE STATEMENT:

Signature  

Date 12/4/19
STATEMENT OF INTEREST

Members of the Louisville City Council
749 Main St.
Louisville, CO 80027

Dear Mayor Stolzmann, Mayor Pro Tem Maloney, Councilmember Dickinson, Councilmember Leh, Councilmember Fahey, and Councilmember Lipton:

Please accept my application to be a member of the Louisville City Council from Ward III. With my lifelong connection to Louisville and extensive experience in local, state, and federal government, I would be an excellent choice to fill the current vacancy on the city council.

My Story
My family and I have been members of the Louisville community nearly my entire life. My parents moved to Ward III after purchasing their first home when I was just one year old. I attended Coal Creek Elementary, Fireside Elementary, and Louisville Middle School. I have fond memories of attending the fireworks every 4th of July, playing rec center soccer, and attending Louisville Dolphins swim meets.

My wife and I are proud to be raising our kids in Louisville. Like my parents decades before, we purchased our first house in Ward III six years ago, and our family is fortunate to benefit from everything our city has to offer. I want to make sure Louisville continues to be the best place to live and to raise a family.

My Experience
I have devoted my career to public service and making life better for families in Colorado and across the country. I’ve advised U.S. Senators and Colorado’s Governor on health care, education, economic security, and other issues. My work to make health care more affordable has gained national attention. I have also been honored to serve as a member of Louisville’s Local Licensing Authority. I hope to utilize my public policy expertise and passion for serving my community as a member of the city council.

My Interest
More than any other level of government, city government makes decisions that impact people’s everyday lives. Louisville’s city council doesn’t have the luxury of getting bogged down in partisan arguments because residents rely on city services every day. The work of the city council helps ensure that my kids can get to school safely each morning, our family has clean water to drink, and that we protect our environment for generations to come.
Throughout my career, I have worked for common sense, practical solutions that have real, positive impacts on people’s lives. I would be honored to utilize my expertise and experience to directly and positively impact the lives of the residents of my hometown.

I look forward to speaking with you more about the opportunity to join the city council. Please don’t hesitate to reach out to me at 303.349.7421 or kylemichaelbrown@gmail.com if you have questions.

Sincerely,

Kyle Brown
Resident, Ward III
667 W Lilac Ct, Louisville
KYLE MICHAEL BROWN, Ph.D.

667 W Lilac Ct
Louisville, CO 80027
kylemichaelbrown@gmail.com
(303) 349-7421

PROFILE
- Health care leader who has advised a Governor, senior U.S. Senators, and executive and legislative branch leaders on health care.
- Director of effective health and human service focused teams.
- Author of bipartisan proposals to improve the U.S. health system performance and individual market
- Ph.D. from Harvard in health-related field.

EXPERIENCE

Colorado Division of Insurance, Denver, CO
Chief Affordability Officer, September 2019 - Present
- Leads high profile initiatives to transform health care purchasing and lower health care costs.
- Oversees team of agency professionals who review life and health insurance plans in order to protect consumers from excessive health insurance costs and prevent discrimination.
- Manages $250 million annual program that pays for high cost health insurance claims.
- Developing affordability standards that will help ensure all Coloradans can afford health insurance.
- Member of senior staff reporting to Commissioner of Insurance and advising Governor’s office.

UCHealth, Aurora, CO
Senior Director for Regulatory Affairs, November 2018 - August 2019
- Led regulatory efforts for the system including the activation of new facilities and interactions with federal and state agencies and accrediting organizations.
- Negotiated with Governor’s office and cabinet officials on behalf of UCH Health regarding key legislation, regulations, and program implementation.
- Co-led efforts to improve system wide community benefit investment processes and strategies.
- Advised CEO and senior leadership on legislation, health care policy, and strategy.

Office of Governor John W. Hickenlooper, Denver, CO
Policy Director, Health and Human Services, January 2017 - November 2018
Senior Health Policy Advisor, January 2015 - December 2017
- Co-wrote bipartisan plans to increase value in the American health care system and to stabilize the individual health insurance market. Prepared Governor for U.S. Senate testimony.
- Built and managed bipartisan coalition of governor’s offices. Wrote letters asking congressional leadership for bipartisan approaches on health care and immigration signed by 12 governors.
- Developed legislative package to lower the price and increase the value of health care.
- Co-wrote and managed successful grant from the National Governors Association on statewide family-based approaches to eliminating poverty.
- Directed and informed Governor’s agenda on health and human services.
- Led health and human services policy research and analyses and made policy recommendations regarding pending legislation and department actions.
- Briefed Governor, Lieutenant Governor, and senior staff on major health and human services issues. Prepared memos, talking points, and remarks for Governor for meetings and events.
- Hired and managed a team of health and human services-related advisors and coordinators.
Colorado Department of Health Care Policy and Financing, Denver, CO  
Special Projects Coordinator, April 2014 – January 2015  
● Led Department efforts to implement new federal regulations designed to prevent waste, fraud, and abuse. Role included writing Department’s provider screening rule, facilitating Department workgroup to develop regulations, and conducting outreach to dozens of stakeholder groups.  
● Spearheaded efforts between Department and Dept. of Corrections to enroll all inmates released from Colorado prisons in Medicaid.

Colorado Center on Law and Policy, Denver, CO  
Senior Health Policy Analyst, March 2013- March 2014  
● Led organization’s efforts to make health care more affordable.  
● Authored data-driven reports on hospital charges, insurance premiums, and exchange tax credits. Interviewed and quoted in the Denver Post, radio broadcasts, and media outlets across Colorado.  
● Represented organization with state legislators and stakeholders. Negotiated priority legislation.  
● Wrote weekly articles and briefs distributed to hundreds of policymakers, advocates, and consumers.

Office of U.S. Senator Frank R. Lautenberg, Washington, DC  
Legislative Assistant, May 2011-March 2013  
● Led Senator’s work on health care, education, nutrition assistance, welfare, and women’s issues.  
● Wrote and oversaw the introduction of legislation. Negotiated with Senate offices from both parties, as well as with stakeholder groups, to gain support for Senator’s legislation and initiatives.  
● Represented Senator with health care executives, stakeholder groups, and constituents.

Committee on Health, Education, Labor and Pensions,  
U.S. Senator Tom Harkin, Chairman, Washington, DC  
Health Policy Fellow, September 2010- May 2011  
● Advised Senator on issues related to biomedical research and new medical treatments.  
● Developed concepts for major legislation. Liaised with federal agency officials.

American Society for Biochemistry and Molecular Biology, Bethesda, MD  
Science Policy Fellow, August 2009- August 2010  
● Advised leadership on policy and appropriations issues. Spearheaded advocacy efforts with Congress.  
● Led communication efforts for office of public affairs. Wrote/distributed monthly advocacy newsletter to 1600 members.

SELECTED COMMUNITY INVOLVEMENT  
Board of Directors, Connect for Health Colorado (June 2016- November 2018)  
Boulder County Leadership Fellow (2018 – 2019)  
Local Licensing Authority, Louisville, CO (August 2018-present)

EDUCATION  
Harvard University, Cambridge, MA  
Ph.D., Genetics, June 2009.  
Dissertation: Antibiotic resistance in bacteria and malaria.

Georgetown University, Washington, DC
SUPPLEMENTAL QUESTIONS

1) *What do you think are the most pressing planning issues facing the City as it relates to land use & development?*

With vacant sections in both Parcel O and the former ConocoPhillips property, Ward III is the center of some of the most important land use and development questions in Louisville. The city council, in partnership with the community, has done important work to study development in Parcel O, the McCaslin corridor, and elsewhere. Louisville must find ways to redevelop these areas in ways that are sustainable for the city budget and our community as a whole.

Louisville must be thoughtful about when and whether to change land use and promote development. Redevelopment and revitalization can be extremely positive, driving economic growth, additional city revenue, and increasing quality of life. However, certain types of land use and development may be unsustainable for the city budget and jeopardize the ability of the city to provide high quality services. In other cases, changes in land use or development fundamentally change the character of our community.

As our economy shifts and the demographics of Louisville change, we will need to ensure that land use and development continues to benefit the entire Louisville community in a sustainable way while preserving the small town character of our community.

2) *What do you see as the main issues facing Louisville, and, in your opinion, how should they be addressed?*

Land use and development will continue to be a central issue facing Louisville. With the McCaslin corridor, Ward III is home to a major source of the sales tax revenue that helps support high quality city services that Louisville residents rely upon and enjoy. However, Ward III is also home to vacant properties including significant sections of Parcel O and the former ConocoPhillips site. As the city council considers land use or redevelopment proposals in these or other key areas, it will need to ensure that the city can maintain a fiscally sound budget, and maintain our community’s character while meeting the needs of our residents.

Economic vitality is also a key issue facing Louisville. A thoughtful and responsible approach to land use and development can help to ensure that the City’s budget remains sustainable and can continue to provide high quality services for residents and businesses. The city is also taking important steps to recruit and retain high quality jobs and businesses, including the hiring of a new Director of Economic Vitality. The city will need to continue to explore new ways of ensuring it can maintain and potentially expand its business community while staying true to the values of our community.
Equally important, the city should continue to explore ways to be more environmentally sustainable. The city has made important steps including implementing the components of a 2016 Sustainability Action Plan and preserving and expanding open space. It will be important for the city council to work with the Sustainability Advisory Board and all the citizens of Louisville to ensure that our city is doing our part to protect our environment for future generations.

3) What should the City do to address economic vitality?

The city should continue to actively recruit and retain high quality jobs and businesses. The hiring of a new Director of Economic Vitality is an important part of creating a renewed focus on economic vitality. The city will need to continue to explore new ways of promoting a vibrant economy while maintaining the character of our community and the sustainability of our city budget.

Economic vitality is intricately related to land use and development decisions. The types of land use and development decisions the city council makes will impact the ability of the city to recruit and retain businesses that positively contribute to our community. Centennial Valley and the Colorado Tech Center are important centers of economic vitality for the city and continuing to attract and retain employers in these areas will need to remain a principle focus. In areas such as Parcel O and the old ConocoPhillips property, the council will need to continue to evaluate whether land use changes are warranted to ensure that these spaces are fully utilized and continue to contribute to the economic vitality of the community.

4) What can the City do to address environmental sustainability?

The Louisville community should continue to do its part to protect our environment and promote sustainability. We should seek to balance the environment with the needs of our community such that we can maintain and improve the quality of life for future generations. The city council should continue to work with community members to identify and prioritize opportunities to make Louisville more sustainable.

Thanks to the work of the Sustainability Advisory Committee, the City Council, and city staff, the city has reduced the energy-related carbon footprint in city buildings and across the community. Our partnership with Xcel energy will remain a key strategy for reducing our community’s carbon footprint and overall energy use.

Louisville’s sustainability efforts should also continue to look beyond energy use. Promoting residential recycling throughout the community, including by increasing recycling at city parks are important parts of this effort. Building on Louisville’s successes in implementing a transportation master plan and promoting walking and biking will also create a more healthy and
sustainable community. In Colorado’s dry climate, water is an increasingly scarce resource and the city should continue to promote water efficiency and water quality.
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To serve as a Ward III City Council member you must meet the following requirements:
- Reside in Ward III and have done so for a minimum of 12 months (see attached map).
- Be a citizen of the United States
- Be at least 18 years of age
- Be a registered elector

Name of Applicant: Eric Fowles

Home Address: 625 Fairfield Lane

Phone Number: 720-472-0104

Email Address: eric@voltagead.com

Occupation: CEO/Founder

Employer: VOLTAGE Advertising & Design

Length of Time Living in Louisville: 22 years

Length of Time Living in Ward III: 4 years

Education: BFA Graphic Design Brigham Young University

1) STATEMENT OF INTEREST:
Please attach a letter or statement briefly describing your interest in serving on the City Council. Feel free to indicate any areas of expertise, background, concerns and/or general information that may be applicable. You may also attach a resume or other information you feel may be relevant to your application.

2) SUPPLEMENTAL QUESTIONS:
A list of supplemental questions is attached. Please answer each question and return the answers with your application.

3) DO YOU CURRENTLY SERVE ON A CITY BOARD OR COMMISSION?
   ○ YES  ○ NO  If Yes, please identify which board or commission.

Select Board

Should you be appointed to this position, you shall be deemed to have resigned as a member of that board on the date of taking the oath of office for the City Council. (Per City Charter Section 3-3(f)).
4) DISCLOSURES:  
Have you ever been convicted of a felony offense, embezzlement, bribery, perjury, solicitation of bribery, or subordination of perjury? □ YES □ NO If yes, list for each case: (1) date of offense; (2) charge; (3) jurisdiction; (4) court name and (5) disposition:

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□ YES □ NO If Yes, please explain below:

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- Anyone applying to this position is subject to a background check.

- All information on this application is public record and may be released for public review.

- If appointed, City Council attendance rules state members may miss no more than six (6) regular meetings in any twelve (12) month period.

- This appointment will expire in November 2020. The appointee will be eligible to run in the November 2020 election for the remaining one year of this term.

- If you have questions about the application or the application process, please contact City Clerk Meredyth Muth (MeredythM@LouisvilleCO.gov or 303.335.4536).
Please limit your answers to each question to no more than 250 words.

Your answers are due WITH your application form, by 5 pm on December 5, 2019.

1) What do you think are the most pressing planning issues facing the City as it relates to land use & development?

2) What do you see as the main issues facing Louisville and in your opinion how should they be addressed?

3) What should the City do to address economic vitality?

4) What can the City do to address environmental sustainability?

(See attached)
I certify that the information in this application is true and complete. I understand that false statements, misrepresentations or omissions of information in this application may result in rejection of this application. The City is expressly authorized to investigate all statements contained in this application and, in connection therewith, to request a criminal history from the Colorado Bureau of Investigation. I consent to the release of information about my ability and fitness by employers, schools, criminal justice agencies, and other individuals and organizations to investigators, personnel staffing specialists, and other authorized employees of the City of Louisville, and release all parties for all liability for any damage that may result from furnishing such information.

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I grant full permission to use any photographs, videotapes, recordings or any other record of my participation as a City Council member.

The City will provide any applicant who is rejected as a result of a background investigation information on how to obtain the report and contact information for the reporting agency. Determinations to reject an applicant as a result of the criminal background investigation report are final.

BY SIGNING BELOW, I AGREE THAT I UNDERSTAND AND CONSENT TO THE ABOVE STATEMENT:

Signature  

Date 12/5/2015
STATEMENT OF INTEREST:

Over 22 years ago, when my wife and I left college to embark on life, and I got my first real job at an environmental design firm in Boulder CO, we were quickly smitten with the charm of a little town next door called Louisville. We loved everything about it and have been here ever since. We've since had 6 children, and started a company, VOLTAGE, which I still run and operate here in Louisville. We have lived in 5 houses in various parts of town during this time, have seen the great popularity and growth of Louisville over the years, and continue to love the unique work/life balance that we have here. So, as someone who grew up in Colorado, I'm proud to call Louisville my home and believe it really is “America's best place to raise a family” and to live & do business!

Over the last few years I have been more involved in learning the process and role of our local city politics. I own property on Main Street which houses part of my agency’s workforce and have seen first hand what steps need to be taken to develop property in the city and do business here. I’ve also enjoyed serving on the BRAD committee for a year in 2018, which opened my eyes to real concerns and challenges small businesses currently face in our town. Some of these include the cost of doing business here, rising rents, difficulty to make improvements & develop land, and businesses that are being led away from Louisville with attractive offers from neighboring cities.

I have a passion for this great place and a desire to give back to my community, and I also believe I have a unique skillset that would be valuable to our City Council and Ward 3, which I would represent. As a professional marketer and branding consultant, I have learned how to listen and creatively solve large clients' problems that have yielded great results for them. Some of these clients include Frontier Airlines, the Denver Broncos, CU, adidas, Fjallraven, Reebok, and Chipotle. I believe these skills would be an asset and offer another perspective to the Council. I also feel like I could bring a small business POV to decisions having been an entrepreneur for many years, 20 of those being in Louisville.

Thank you, and I hope I have the chance to serve.

Eric Rowles
CEO/Founder
VOLTAGE
720-472-010
SUPPLEMENTAL QUESTIONS:

1) What do you think are the most pressing planning issues facing the City as it relates to land use & development?

COST OF DOING BUSINESS
One of the issues that I have heard from local business owners and developers who are trying to improve outdated buildings downtown is that Louisville is difficult to work with and too expensive to build in. Whether in apples to apples comparison to say Boulder this is true or not - there is a perception that Louisville is not “Business Friendly” Developers would rather invest their time and money in a neighboring city that is more welcoming and interested in attracting new business. I think we could be missing out on great opportunities to bring in the kinds of businesses that align with the vision and image of Louisville if we don’t address this. I would also ask what we are doing for small and medium sized businesses, and to utilize our existing infrastructure more effectively?

2) What do you see as the main issues facing Louisville and in your opinion how should they be addressed?

TRANSPORTATION
Transportation is a major issue for many employers here, so we need better transportation options to help out our businesses. I applaud efforts for commuter options along Hwy 36, but we need to make things easier to get to Main St, or the business park. Looking at Highway 42 and the traffic problems, more transportation options, bike racks, etc.

3) What should the City do to address economic vitality?

MARKETING AND BRAND VISION
I know there are many ways to address this and it’s a complex challenge, but what I do know from my expertise is the power of communication and messaging. I think one way we can start to improve this is by identifying incentives, value drivers, and compelling campaigns that give businesses reasons to approach Louisville. We have something other towns don’t have and it’s authentic and attractive to so many people, Louisville should in the position to take first offers and then make decisions based on a set of criteria whether or not it fits the Louisville vision or brand. A clear vision, and message of why people want to do business here needs to be fully developed and shared.
SUPPLEMENTAL QUESTIONS: (cont.)

4) What can the City do to address environmental sustainability?

WORK/LIFE INTEGRATION
I believe we can address the aspirations of sustainability by crafting a community that allows various income levels to work and live in our community. Louisville can be a model city for work/life integration! For instance, not having to commute from Thornton or Denver, in order to support our local business. I also strongly believe in continued support for green space, and making parks and open spaces a priority. I would like to see Louisville continue to add multi-use paths, to give residents and visitors choices while encouraging them to live sustainably.

THANKS

attached:
Vision Statement for Louisville Business
Worked on during service on the BRAD committee.
LOUISVILLE ECONOMIC VISION

Promote a business friendly climate, Develop sustainable long term revenue, and Maintain our quality of life for residents and workers.

PROMOTE

Business Friendly

- Healthy Communication
- Efficient processes
- Open for Business
- A place to do great things

DEVELOP

Sustainable Revenue

- Diversity
- Adaptable/responsive
- Supportive of existing business
- long-term planning

MAINTAIN

Quality of Life

- High wages
- Amenities
- Community
- Family Friendly

City of Louisville
COLORADO • SINCE 1878
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- Be at least 18 years of age
- Be a registered elector

Name of Applicant: Angie Layton
Home Address: 619 W Juniper Cr
Phone Number: 720-934-9497
Email Address: angeliqelayton@gmail.com
Occupation: attorney
Employer: self
Length of Time Living in Louisville: 18 years since Sept 2001
Length of Time Living in Ward III: 18 years at same home
Education: Juris Doctorate

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Select Board Rec Board Cultural Council previously

Should you be appointed to this position, you shall be deemed to have resigned as a member of that board on the date of taking the oath of office for the City Council.
(Per City Charter Section 3-3[f]).

22
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BY SIGNING BELOW, I AGREE THAT I UNDERSTAND AND CONSENT TO THE ABOVE STATEMENT:

[Signature]  11/29/18

Date
STATEMENT OF INTEREST

I would very much like to be part of the governance of the city of Louisville. I believe that Louisville is on the cusp of many changes and should take a leadership role in addressing the challenges that we face as a community in terms of transportation, open space and trails, and preserving the charm of a small town with all the amenities of a big city. I have many friends in city government in Longmont, Broomfield, Lafayette, and Westminster and I enjoy thinking about policy issues that can make people’s lives in a community better. I am committed to the idea that government can actually work well and be a blessing to its citizens.

PRESSING ISSUES

I believe that the most pressing issues that Louisville has are addressing the Conoco Phillips property and the proposals for its development and the Sam’s Club property. Having watched how the Safeway/Alfalfa’s development proceeded, I think it is very important to ensure that as much outreach to the community regarding the decisions that are being made is done so that when the final decisions are reached, everyone feels that their voice has been heard, even if their position is not the one chosen.

The other issue which garnered a lot of attention is the airport/airplane noise, and although it doesn’t appear that the city can do much to mitigate it, we should continue to listen to the citizens who find this a major concern and if there is a solution, we should stay on top of this issue.

MAIN ISSUES FACING LOUISVILLE

I believe that supporting and maintaining a good ratio of residential, retail and commercial properties is very important. I think it is also very important to retain the larger stores that we currently have like Lowes and Home Depot and to do what we can to encourage them to remain in our city. As a future goal, I think it would be great to be able to develop a countywide strategy that shares sales taxes so that the incentive to “steal” away retailers is lessened. While it is my understanding that we have good financial status at the moment, we need to plan long term to ensure that our financial situation remains strong. Ensuring we budget for reserves, encouraging spending in our town, and continuing the street faire and other special events are important ways to keep our citizens excited and spending money in the city.

ECONOMIC VITALITY

Obviously losing Kohl’s and Sam’s and Hobby Lobby were very serious blows. Although I’ve heard it said that “big boxes are dead”, I also see a vigorous group of shoppers at Costco at all times of the day. Encouraging people to spend money locally by reminding people that shopping, eating and working in our community is not only environmentally friendly, but also helps us maintain our great city amenities is important. One of the things that might help is a link on the web to local businesses and a way to
highlight what they are doing to remind people that you can get almost anything you want by shopping in Louisville.

ENVIRONMENTAL SUSTAINABILITY

We can pay more attention to planting xeriscape and indigenous plants and flowers and reducing overwatering and mowing. I’d love to examine the use of leaf blowers and cut out their use wherever possible. Encouraging local weed pulling by residents instead of using herbicides is in place but I’d like to ensure that local residents around open space and parks are reminded that they can be a partner with the city to address landscaping issues. In the past, we had community work days and I believe that with some effort, we could get the community much more invested in keeping our community beautiful. The Turkey Trot started as a small endeavor by a committed group and it is now a major event. I think there are many opportunities that we can foster by encouraging local residents to let their imagination take flight.

Working with DRCOG and RTD to improve bus service and continuing to demand our share of RTD money to provide reasonable and useful bus routes is also necessary. While rail seems to be a fantasy, I do not think that we should ever drop our requests as our long term planning has always expected a rail line to connect us with the front range.

Continuing to ensure that our buildings are as energy efficient as possible and making sure that all the vehicles we use for the city are used efficiently is also important.

Ensuring that trails are plowed and accessible can help people think about commuting using alternative means.

FINALLY A concern of mine:

I was part of the transportation outreach working group and there were several individuals who were mobility challenged. I had numerous conversations with these individuals about accessibility issues. After this snow storm, I have noticed that almost every cross walk in the city is completely inaccessible. This is especially egregious at the intersection between Highway 42 and South Boulder road. There are many mobility challenged individuals who live in the Kestrel housing project and there is just no way that any of those folks could access the east side of Highway 42 using any of the crosswalks. I believe that the city should make much more of an effort to ensure that crosswalks are well plowed and can be accessed by individuals in wheel chairs, bicycles and strollers. This will encourage walking which reduces traffic and air pollution, but will also send a message to our citizens that we encourage pedestrian mobility in our community.
Applications are due by 5 pm on December 5, 2019. Applications should be emailed to MeredythM@LouisvilleCO.gov or hand-delivered to City Hall, 749 Main Street.

Applicants may be interviewed by the City Council the evening of December 16, 2019.

To serve as a Ward III City Council member you must meet the following requirements:
- Reside in Ward III and have done so for a minimum of 12 months (see attached map).
- Be a citizen of the United States
- Be at least 18 years of age
- Be a registered elector

Name of Applicant: Alexander "Alex" McCracken

Home Address: 221 S Tyler Ave

Phone Number: 7205610299

Email Address: mccrackena@gmail.com

Occupation: VP of Sales

Employer: Act Innovate

Length of Time Living in Louisville: 7 years

Length of Time Living in Ward III: 7 years

Education: Bachelor's of Science

1) STATEMENT OF INTEREST:
Please attach a letter or statement briefly describing your interest in serving on the City Council. Feel free to indicate any areas of expertise, background, concerns and/or general information that may be applicable. You may also attach a resume or other information you feel may be relevant to your application.

2) SUPPLEMENTAL QUESTIONS:
A list of supplemental questions is attached. Please answer each question and return the answers with your application.

3) DO YOU CURRENTLY SERVE ON A CITY BOARD OR COMMISSION?
  ● YES  ○ NO   If Yes, please identify which board or commission.

  Select Board

Should you be appointed to this position, you shall be deemed to have resigned as a member of that board on the date of taking the oath of office for the City Council.
(Per City Charter Section 3-3(f)).
4) DISCLOSURES:
Have you ever been convicted of a felony offense, embezzlement, bribery, perjury, solicitation of bribery, or subordination of perjury? □ YES □ NO If yes, list for each case: (1) date of offense; (2) charge; (3) jurisdiction; (4) court name and (5) disposition:

Per the City Charter Sections 3-3 (c) & (d) any person who seeks election or appointment to the office of Councilmember, and who has been convicted of any of these offenses, shall disclose the same in writing under penalty of perjury.

A conviction includes being found guilty of, a plea of guilty to, a plea of no contest or nolo contendere to, or the receipt of a deferred judgment or deferred sentence for, any of the offenses listed above, but does not include any conviction for which the records have been ordered expunged or sealed.

5) Do you or a company you work for or own do business with the City of Louisville?
□ YES □ NO If Yes, please explain below:

- It is the policy of the City Council to make appointments to the citizen boards, commissions, committees, and task forces based on the needs of the City as well as the interests and qualifications of each applicant without discrimination based on race, color, national origin or ancestry, gender, religious convictions, disability, age, or sexual orientation.

- Anyone applying to this position is subject to a background check.

- All information on this application is public record and may be released for public review.

- If appointed, City Council attendance rules state members may miss no more than six (6) regular meetings in any twelve (12) month period.

- This appointment will expire in November 2020. The appointee will be eligible to run in the November 2020 election for the remaining one year of this term.

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BY SIGNING BELOW, I AGREE THAT I UNDERSTAND AND CONSENT TO THE ABOVE STATEMENT:

Alex McCracken                  12/4/2019
Signature                      Date
Please limit your answers to each question to no more than 250 words.

Your answers are due WITH your application form, by 5 pm on December 5, 2019.

1) What do you think are the most pressing planning issues facing the City as it relates to land use & development?

2) What do you see as the main issues facing Louisville and in your opinion how should they be addressed?

3) What should the City do to address economic vitality?

4) What can the City do to address environmental sustainability?
Alex McCracken
221 S Tyler Ave.
Louisville, CO 80027
720-561-0299

ATTN: Meredyth Muth

Alex McCracken
Statement of Interest
Ward III City Council Member

It was a warm night in September of 2012 when I took my first trip into Louisville. I remember the sun sitting low in the sky but just high enough to light up the fire station with orange as I headed south down Main Street. Little did I know that in a couple of short blocks, I would be getting my first experience of a town that’s put together the pieces of my life: a spouse, a child, a career, a house, and a visceral feeling of ‘home’.

Being from Atlanta originally, I take great pride in small communities having tremendous character when cast in the shadow of a bigger entity. When I saw my first glimpse of downtown Louisville, I knew it had that character that was being overshadowed by Metro Denver. It was only a couple of months after that I bought my first house and started the journey that leads me to write to you today.

What I didn’t realize when I bought that house and moved to Louisville is that the character goes beyond the visuals of downtown. It extends to the smiling faces in the businesses here to support our town, the neighbors who gladly shovel your sidewalk when you’re out of town during the snow storm, and the trails that turn a workout into a stroll through nature. There are countless other things that contribute to our character in Louisville and I’m interested in being on the City Council to preserve, promote, and proliferate those things to citizens and visitors alike.

Being a young professional, my applicable experience comes less in the form of government servitude, and more from the myriad of businesses I’ve worked at and my experience trying to grow a business in Louisville. I’ve been exposed to numerous businesses from the executive level and have learned the variables that make office and retail spaces attractive to consumers and businesses. I’ve also built and grown a company that started in downtown Louisville and had to move to Lafayette due to the office conditions in Louisville.

Louisville and surrounding areas are quickly changing, but the observations I had when I moved here are still true. We need more sustainable businesses, even an industry, that provides long term success for the owners and tax revenue for the city. We need more young people moving here while still having options for those in retirement. We need to keep our small-town charm by keeping development in check with the character of the city. And just as importantly, we need to rise above the shadow of Metro Denver to be the place that when people say “where should we go this weekend?” they think Louisville.
My love for Louisville, my business experiences, and my desire to continue to make this
the best place to go and live in Metro Denver will be unparalleled in the applicants for this
position. Through all of them, I ask that you consider me for the position of Ward III City
Council Member.
2019 Ward III City Council Application Questions

1) What do you think are the most pressing planning issues facing the City as it relates to land use & development?
   • I think the two biggest issues are Parcel O and the ConocoPhillips Campus. Both of these have tremendous opportunity for businesses to flourish being near 36 and in between Denver and Boulder with a vast population of workers and consumers around them. Each day that goes by with them sitting vacant is another day without the large amount of tax revenue that Louisville could be getting from them. We must enact a plan to attract businesses, repurpose the land, or get creative in finding ways to get sustainable businesses to utilize those areas. We also need to be careful not to fall into development traps where short-term decisions adversely affect long term prosperity, like sacrificing empty retail spots for residential builds similar to what we see at DeLo or the big box stores that sit vacant on Parcel O now.

2) What do you see as the main issues facing Louisville and in your opinion how should they be addressed?
   • I think the main issues facing Louisville are the vacant and derelict properties (and the reasons behind their states), the rising cost of living, and the diminishing sense of community. We need to look at why businesses are closing their doors in some areas while their neighbors next door are flourishing. Are there things that Louisville can do to support startup businesses to get going and be profitable? Are there burdens from the city that make it hard for businesses to open up easily and stay open? The rising cost of living is a very large concern if we want to keep a diversity of demographics. There are countless advantages to this, most notably a more attractive town that has long term growth, continuous housing opportunities, and less stereotypes. Solving this is a very tough issue but building and maintaining low-income housing is a great first step. Additionally, providing the appropriate amount of new housing opportunities while assessing infrastructure and traffic load needs to be part of that plan. Finally, increasing the sense of community is important as more people relate to strangers online than they do their neighbors. Louisville should incentivize neighborhood activities by providing block party stipends, police road closings, or neighborhood liaisons that connect people and welcome new residents.

3) What should the City do to address economic vitality?
   • Louisville needs to address economic vitality by providing short- and long-term incentives to promote growth and sustainability. Short term incentives can be handled by implementing innovative tax payment structuring, less roadblocks for permit application approvals, and a focus on marketing Louisville as a place for new businesses to easily get started and thrive. Long term incentives can be handled through developing more areas that attract non-residents to visit an area, by focusing on an industry and providing specific tax incentives for companies within that industry to come to Louisville and creating a more distinct
brand for the town that we can promote internationally. I think Louisville has
done a very poor job in creating a brand for the town and it shows when you ask
people about Louisville. We’re known as the best place to live, not the best
place to live, visit, and move your business.

4) What can the City do to address environmental sustainability?
   • Louisville currently has an environmental sustainability plan that they need to
     follow, adjusting things as new technology and options present themselves.
     However, one of the best ways to promote sustainability is to be attractive to
     companies who share the same mission. As stated before, Louisville could
     advertise that they are the city for environmentally sustainable businesses to
     come do business. Louisville could also provide tax incentives to companies
     based upon the metrics tied to sustainability goals. If we show the world that we
care about not only what the city as a whole is doing, but also with the
businesses we attract, we can transform even the behaviors of individuals to be
thinking about this every day. With a plan like this, it’s not just the government
providing the sustainability, it’s the entire town.
Errin T. Weller  
515 W Fir Way  
Louisville, CO 80027  
720.940.6024  
Errincita@Gmail.com  

3 December 2019  

City Hall  
749 Main Street  
Louisville, CO 80027  

Dear City Clerk & Council,  

As a long-term resident of Louisville and 14-year resident of Ward 3, I would like to join the Louisville city council to share my expertise to help solve the challenges facing Louisville as a small town looking towards the future.  

My extensive experience as a researcher, product strategist, self-employed small business owner, and parent, would be a valuable addition to the city council. I enjoy analyzing data to identify problems and provide solutions utilizing a combination of my anthropology, technology, and business knowledge.  

Please see my attached resume and answers to the supplemental questions.  

Contact me at your earliest opportunity via telephone at 720.940.6024 or via email at Errincita@gmail.com to determine if I would be a good fit for our council. I look forward to working with you.  

Warm Regards,  

Errin T. Weller
Applications are due by 5 pm on December 5, 2019. Applications should be emailed to MeredythM@LouisvilleCO.gov or hand-delivered to City Hall, 749 Main Street.

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- Be a citizen of the United States
- Be at least 18 years of age
- Be a registered elector

Name of Applicant:  Errin Weller

Home Address:  515 W Fir Way Louisville CO 80027

Phone Number:  720.940.6024

Email Address:  Errincita@Gmail.com

Occupation:  Product Strategist

Employer:  Self

Length of Time Living in Louisville:  18 years

Length of Time Living in Ward III:  14 years

Education:  PhD, MA - University of Colorado, Boulder

1) STATEMENT OF INTEREST:
Please attach a letter or statement briefly describing your interest in serving on the City Council. Feel free to indicate any areas of expertise, background, concerns and/or general information that may be applicable. You may also attach a resume or other information you feel may be relevant to your application.

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BY SIGNING BELOW, I AGREE THAT I UNDERSTAND AND CONSENT TO THE ABOVE STATEMENT:

Errin T. Weller
Signature
3 Dec 2019
Date
Dr. Errin T. Weller  
Product Strategy

CONNECT  
+1.720.940.6024  
Errin@LimitlessComputing.com  
LinkedIn @Errin  
Twitter @LimitlessComp

I am a product strategist who enjoys being on the frontier of technology and understanding trends & implications. I take ideas that solve problems from concept to delivery.

EXPERIENCE

Co-Founder/President, Limitless Computing Inc., Boulder, CO (2006-present)  
Analyzed market need for a mobile Augmented Reality application for visualization of 3D software in the AEC industry & successfully launched SightSpace Pro technology. Understanding of product priority, execution, and realistic launch dates.

Co-Founder/President, Modern Grids, Boulder, CO (2006-2013)  
Responsible for intellectual property portfolio of cloud computing technology (researched and wrote patents; launched cloud technology). Patent portfolio was acquired.

Consultant, Boulder, CO (2004-present)  
Project #1. National Aeronautics and Space Administration (NASA), Huntsville, AL - Global Hydrology and Climate Center (GHCC). Aided in development of high-resolution satellite spectral signature to locate landscape features in Central America. Conducted laboratory & field analyses.

Project #2. U. of Colorado, Rochester Institute of Technology, NASA. Facilitated teams of researchers to successfully plan & deploy a large-scale satellite remote sensing and GIS project in Mexico. Continue to mentor PhD Candidate who is using the dataset.

Project #3. U. of Colorado; Institute of Archaeology, Belize  
Completed all aspects of satellite analysis & field project including planning, defining project parameters, securing funding, data collection (organization & analysis), & publication. Successfully met tight timeline within budget constraints.

Field Supervisor / Co-Principal Investigator,  
Management and mentoring of field teams to conduct geophysical data acquisition, satellite ground truthing, GPS, and mapping.

HIGHLIGHTS

Intellectual Property  
Researched, wrote, and drew figures for three granted US Patents (10,242,456; 10,115,048; 9,922,282) and two pending patents (16/262,526; 16/144,694) covering mobile AR and UAV/UAS.

Community Involvement  
Frequent conference presenter and session organizer. Publisher of numerous professional articles including UNESCO case study.

SKILLS  

Emphasis on  
Emerging Technologies, Augmented & Virtual Reality (AR/VR), Mobile Software (iOS, Android), Architecture, Engineering, Construction (AEC) Industry, Cross-cultural Experience & International Markets

Current Technologies  
3D Modeling Software, Visualization, Cloud Computing, AR/VR (mobile & device based), Remote Sensing, GIS, GPS

Leadership  
Experienced project manager & product developer

EDUCATION

U of Colorado, Boulder  
Vassar College  
BA, Anthropology (2000)
SUPPLEMENTAL QUESTIONS

What do you think are the most pressing planning issues facing the City as it relates to land use & development?

Development is on the front of everyone’s mind today, especially if you have lived in Louisville for longer than ten years. I appreciate Louisville’s focus on open space and updating many of the parks and playgrounds throughout the city. One of the primary concerns is the growth of high density housing without an infrastructure to match. The roads remain the same - McCaslin, S. Boulder, Hwy 42/Courtesy Road - and are carrying more people but are virtually unchanged from when I first moved here in 2001. Parking and public transportation have also not grown in proportion. Residents of Louisville continue to pay a tax on a FastTracks development we will likely never see. I would propose that Louisville looks into their own development of public transportation during peak periods to help alleviate some of the traffic and parking congestion. This system could be similar to the free shuttles of the mountain ski towns.

Parking is a challenge in downtown. While it is good that ideas are on the table for helping the parking challenges, such as a parking garage, I would like to see other options explored including shuttle parking, better signage in LoDo (you can park there and walk to downtown faster than anywhere else but few people do), and bikes in the summer months. A parking garage may be in the future but in a style that matches the historic character of downtown.

What do you see as the main issues facing Louisville and in your opinion, how should they be addressed?

Louisville is an excellent place to live and the place I have chosen to raise my family. There are a myriad of issues that Louisville needs to address to maintain this quality of life while continuing to grow with the modern world. We are experiencing economic growth and with that comes population growth. I am hopeful Louisville will work on finding a balance between residential, commercial, and industrial growth while improving the infrastructure.

While Louisville continues to attract many families because it is a great place, I am concerned about the aging population. There are limited housing options for seniors that do not wish to move into apartments. I would like to see a 55+ community with low-maintenance small houses, duplexes, or cottages (less than 1200 sq ft) with living space on a single floor. This type of ranch-style house is exceedingly rare in Louisville.
and many people (including my mom and some ladies in my Zumba class) have had to
move into surrounding areas.

Affordable housing is also a topic many people have brought up. However, I have not
seen Louisville conduct the research necessary into determining what drives higher
rents. This would include information such as: what percentage of houses are primary
residences; what is being held by companies for business purposes such as renting;
what properties are being purchased by overseas investors and are the investment
properties occupied or unoccupied (e.g. zombie houses)? Affordable rents for small
businesses are another avenue that requires consideration.

*What should the City do to address economic vitality?*

Louisville is doing a good job attracting industrial/commercial to areas such as CTC.
The main problem in Louisville at the moment is the inability to adapt to changing
consumer patterns. Two areas in town that need to be addressed are McCaslin and
StorageTek/ConocoPhillips. Louisville has focused extensively and successfully on
downtown but other areas of town have been neglected.

The 2013 McCaslin plan first identified numerous problems in the corridor, including an
overabundance of large retail space that the study predicted was going to linger on the
market. That is exactly what happened. Ideas of maintaining McCaslin as a “retail
corridor” with a commercial zoning are outdated. For ten years we have been hearing
that the solution is to attract more stores; instead more stores have left. Many of the
ideas outlined in 2013 have not been implemented (e.g. turning McCaslin into a
gateway to Louisville) and the situation is now more dire. I believe Louisville will
continue to lose stores to areas such as Lafayette and Superior. Louisville needs to
embrace the core concept of Downtown Superior as being a mixed-use area that is
walkable with easy access to stores (including small businesses), parks, and amenities
that improve the quality of life. As mentioned above, there is a shortage of housing in
Louisville for individuals and retired people who would like a small house (1200 sq ft or
less). This would be a place to start.

The second area is the StorageTek/Conoco parcel. It appears a capital firm has
purchased the land and is in the process of planning a mixed-use development. As a
large amount of land located in a prime location on US 36 with easy access to both
Denver and Boulder, it would be beneficial to Louisville to see this area utilized.
What can the City do to address environmental sustainability?

With climate change being one of the most pressing issues of our time, I am pleased to see Louisville embrace environmental sustainability and incorporate solar into their plans. I would like to see this expand and further explore the possibility of bringing more solar to residents, such as a bulk buying program. The city has been installing charging stations and it would be wonderful to see these in more locations (e.g. grocery stores, strip malls, restaurants).

Much of Louisville is composed of single family homes with spaces for gardening, both for foods and for native plants. Louisville could encourage household gardens with programs to educate residents on growing their own food, giving starter packs of easy things to grow, and teaching composting. Water conservation is also of primary concern. Further education on native plants to encourage residents to swap out water hungry grass for drought tolerant native plants should be a focus. I would also like to see the city replace grass in locations such as medians (i.e. where no one is picnicking or playing) with low-water plants. A city program to help homeowners plant more trees for carbon sequestration would also be helpful.

Louisville needs to encourage the use of public transportation but sometimes RTD stops are too far apart. The Flex Ride is a good start and multiple houses on my street utilize it. A problem is that we continue to pay for a light rail when that money should remain local and be used for a city shuttle or to expand the Flex Ride.

Recycling and composting rates need to improve. This could be done with more outreach and by helping people understand how much they consume.