

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

**Monday, October 5, 2020  
8:00 AM**

### **Regular Electronic Meeting**

This meeting will be held electronically. Residents interested in listening to the meeting or making public comments can join in one of two ways:

- 1) You can call in to 888-788-0099, Webinar ID# 842 1627 2581
- 2) You can log in via your computer. Please visit the City's website to link to the meeting:  
<https://www.louisvilleco.gov/government/boards-commissions/business-retention-development-committee>

The Committee will accommodate public comments as much as possible during the meeting. Anyone may also email comments to the Committee prior to the meeting at [MPierce@LouisvilleCO.gov](mailto:MPierce@LouisvilleCO.gov).

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of September 14, 2020 Meeting Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Business Matters of Committee:
  - Discussion/Direction- 2020/2021 Committee Work Plan
  - Discussion- Business Retention Visits Update
- VII. Reports from Committee Members
- VIII. Items for Next Meeting (November 2, 2020): To be determined
- IX. Adjourn

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#### **Citizen Information**

Persons with disabilities planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact Megan Pierce @ 303-335-4531. A forty-eight-hour notice is requested.

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**City of Louisville**  
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# ***Business Retention and Development Committee***

## ***Meeting Minutes***

**September 14, 2020  
Electronic Meeting**

- I. **CALL TO ORDER** –The meeting was called to order by Committee President Oberholzer at 8:02 AM.
- II. **ROLL CALL** – Committee Members present: Jim Bolt, Steve Erickson, Mark Oberholzer, and Amy O’Neill. Committee Members absent: Barbara Butterworth and Warren Merlino. Staff present: Economic Vitality Director Megan Pierce. There were five members of the public in attendance.
- III. **APPROVAL OF AGENDA** – Mr. Erickson made a motion to approve the agenda as presented; Ms. O’Neill seconded the motion. Motion passed.
- IV. **APPROVAL OF AUGUST 3, 2020 MINUTES** – Mr. Erickson made a motion to approve the BRaD Committee meeting minutes of August 3, 2020; Mr. Bolt seconded the motion. Motion passed.
- V. **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA:** Laura Levesque-Catalano from the Louisville Sustainability Advisory Board provided an update on the upcoming ballot measure for a single use bag tax.

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

1. **Discussion- Scheduled Business Retention Visits:** Director Pierce sent an e-blast to businesses advertising the ability to request a retention visit with the Committee. She reported little interest in visits due to the pandemic. She will continue to work on scheduling, but the Committee may not have as many until the pandemic eases.

On September 11, Mr. Oberholzer, Ms. O’Neill, and Director Pierce held a virtual retention visit with Dr. Norris Golberg of Koru Chiropractic. An update on the meeting was provided, which was largely positive.

2. **Discussion- Economic Vitality 2021 Budget Update:** Director Pierce updated the Committee on her department’s budget, including reductions due to the

pandemic for 2020 and 2021. Detail of the budget is available in the meeting packet.

3. **Discussion- Louisville's Recovery & Improvement Program Update:** Director Pierce updated the Committee on the recently launched program and advised that applications are already being received and approved. Businesses are taking advantage of the opportunity and there is still much of the funding available to help other businesses.
4. **Discussion/Direction- 2020/2021 Committee Work Plan:** Mr. Oberholzer asked each member of the Committee to speak about focus and potential BRaD goals.

Mr. Bolt suggested using data from retention visits to inform marketing efforts in attracting new businesses. He thought the City should have a dedicated program for working with developers to secure long-term businesses. Director Pierce said she was evaluating assistance for graphic design and marketing based on some of the desired goals of the Economic Vitality Strategic Plan.

Ms. O'Neill expressed that continued retention visits are an important function and agreed with the thoughts on marketing.

Mr. Erickson noted that much has changed with the pandemic and so it is unclear how that may impact future focus, such as whether parking is still a relevant issue in downtown. He suggested monitoring the environment as well as trying to take advantage of innovations that result.

The Committee briefly discussed the current Main Street closure for the Outdoor Dining program. There was general support for an extension of the closure and consideration of a permanent closure, recognizing that there would be challenges to overcome.

Mr. Oberholzer shared information about the existing Business Improvement District (BID) in downtown. Members of the Committee expressed that it could be a more active, funded organization to truly benefit the area. Mr. Kranzdorf, commenting as a member of the public and property owner in downtown, expressed support.

**VII. COMMITTEE UPDATES:** None.

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

**IX. ITEMS FOR NEXT MEETING:** The next regular BRaD meeting will be Monday, October 5, 2020 @ 8 AM. Items discussed for the next agenda include Work Plan, Retention Visits, and the Main Street Closure.

- X. ADJOURNMENT:** Mr. Oberholzer moved to adjourn the meeting; Mr. Erickson seconded the motion. Motion passed and meeting adjourned at 9:23 AM.

**SUBJECT:** DISCUSSION/DIRECTION- 2020/2021 COMMITTEE WORK PLAN

**DATE:** OCTOBER 5, 2020

**PRESENTED BY:** MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR

**SUMMARY:**

As the BRaD Committee restarted regular meetings this summer, staff prepared an update of the Committee's 2020 Work Plan. *Attachment #1* shows both Work Plan updates from staff. Unfortunately, many planned activities were disrupted by the pandemic.

**DISCUSSION:**

At the August 3 Committee meeting, members suggested looking at potential initiatives for later this year and next year. Because of new member transition, it was also suggested the Committee review its purpose and past activities to inform future decisions. The materials were briefly discussed at the September 14 meeting, but two BRaD Committee members were absent, and it was agreed the discussion should be had when all were present.

*Attachment #2* is a 2018 document from the BRaD Committee, including a mission statement and goals. It appears that this was last shared with the Committee in November 2019. A primary focus of the mission is policy and program input. As reflected in the original planning, BRaD also has historical involvement in retention visits, business forums, and business surveys. Lastly, *Attachment #3* is a topic memo from BRaD in April 2019 that outlined planned meeting activities.

**RECOMMENDATION:**

Review Work Plan information and BRaD mission and goals to provide input to staff about Q4 2020 and 2021.

**ATTACHMENTS:**

- Attachment #1: BRaD 2020 Work Plan (with comments, July and August 2020)
- Attachment #2: 2018 BRaD Committee Mission and Goals
- Attachment #3: April 2019 BRaD Committee Memo, Discussion Topics

**Business Retention and Development Committee  
2020 Meeting Work Plan**

Revised for 8/3/20  
Meeting

Meeting Date	Topic	Notes
January 6, 2020	N/A	Canceled
February 3, 2020	• Plan Spring Business Forum	N/A
	• Local Licensing Authority Overview	Complete
March 2, 2020	• Determine Q2 Retention Visits	N/A
	• Discuss Business Satisfaction Survey	On Hold
	• Post Retention Visit Survey	Complete
4/6/2020 (Canceled)	• Prepare for Annual Council Dinner	Delayed Indefinitely
	• City & Business Communications	On Hold
5/4/2020 (Canceled)	• Discuss Economic Vitality Strategy	Discussed July 6, 2020
	• Review City Programs for Business Incentives	On Hold
6/1/2020 (Canceled)	• Determine Q3 Retention Visits	N/A
	• Provide Input for Business Resource Guide	On Hold
	• Review Cost of Development Scorecard	On Hold
July 6, 2020	• Plan Fall Business Forum	Discussed; review again in August
	• Business Retention Visit Planning	Discussed; review again in August
	• Ideas for Business Support/Recovery	Discussed

**Business Retention and Development Committee  
2020 Meeting Work Plan**

Meeting Date	Topic	Notes
August 3, 2020	• 2020 Business Forum	
	• 2020 Retention Visits (virtual)	
	• Recovery & Improvement Program Update	
September 7, 2020	• Retention Visit Update/Scheduling	
	• Economic Vitality Budget Update	
October 5, 2020	• TBD	
November 2, 2020	• TBD	
December 7, 2020	• TBD	

**Other Proposed Topics:**

- PACE Programs/Green Biz Program
- Website Resources for Businesses
- Commuting Solutions Presentation

**Business Retention and Development Committee  
2020 Meeting Work Plan**

Version from 7/6/20  
Meeting

Meeting Date	Topic	Notes
January 6, 2020	N/A	Canceled
February 3, 2020	• Plan Spring Business Forum	Staff suggests revising this concept and potentially reorienting the two planned in-person forums to one virtual forum. Discuss potential topics, approach, and timing
	• Local Licensing Authority Overview	Complete
March 2, 2020	• Determine Q2 Retention Visits	Initial contacts for Q2 retention visits were made prior to pandemic shutdown. Committee should discuss timing and approach to future retention visit programming
	• Discuss Business Satisfaction Survey	On hold- City did COVID-19 Impact Survey in March as well as asked informational questions as part of the Emergency Solutions Grant program in April. Suggest delaying consideration of satisfaction survey until determined if we need to survey about additional re-opening and recovery focused support
	• Post Retention Visit Survey	Complete
4/6/2020 (Canceled)	• Prepare for Annual Council Dinner	2020 Council dinners with boards and commissions have been delayed indefinitely based on lack of guidance/allowance for in-person gatherings
	• City & Business Communications	On hold- Communications have been heavily focused on short-term program needs. Suggest this might be a topic for early fall, once the communication needs related to the pandemic have lessened
5/4/2020 (Canceled)	• Discuss Economic Vitality Strategy	On July 6, 2020 meeting agenda
	• Review City Programs for Business Incentives	On hold- This discussion will be tied in with Council consideration of our Business Assistance Program (BAP). Based on the status of the Economic Vitality Strategic Plan, staff does not yet have a revised target date for that discussion

**Business Retention and Development Committee  
2020 Meeting Work Plan**

<b>Meeting Date</b>	<b>Topic</b>	<b>Notes</b>
6/1/2020 (Canceled)	• Determine Q3 Retention Visits	See above
	• Provide Input for Business Resource Guide	On hold- This project has been deprioritized; staff does not have an anticipated date for review
	• Review Cost of Development Scorecard	On hold- This project has been deprioritized; staff does not have an anticipated date for review
July 6, 2020	• Plan Fall Business Forum	See above
	• PACE Programs/Green Biz Program	This review/discussion is one that could be held virtually and might be ripe for fall, given the rescheduling of the Green Business Breakfast
August 3, 2020	• Website Resources for Businesses	On hold- The City is still in process with redesign of the City website, but it has been delayed by the pandemic. Staff suggests we could tie this topic in with business communications more generally, again, probably a few months in the future. Economic Vitality staff continues to create new pages and content, especially focused on business resources for the pandemic
	• Commuting Solutions Presentation	Staff partnered with Commuting Solutions for a business webinar in late May. This review/discussion is another that could be held virtually depending on desirability or tie in with other priorities

**Business Retention and Development Committee  
2020 Meeting Work Plan**

Meeting Date	Topic	Notes
September 7, 2020	• Determine Q4 Retention Visits	See above
October 5, 2020	• TBD	
November 2, 2020	• TBD	
December 7, 2020	• TBD	

**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



## BUSINESS RETENTION AND DEVELOPMENT COMMITTEE

**SUBJECT: 2019 BRAD POTENTIAL DISCUSSION TOPICS**

**DATE: APRIL 1, 2019**

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

As requested in the March 2019 BRaD meeting, below is a draft topic calendar for future BRaD meetings.

### 2019 BRaD Topic Draft Calendar

As of: 3/7/2019

Month	Topic 'Parking Lot'
April	Height Calculations
Sign Code	Phillips 66 Property
Business Forum	Development Fees
May	Marketing Program
Business Forum Planning	Downtown Retail
Transportation Master Plan	Transit Oriented
McCaslin GDP Amendment	Development
June	Industry Diversification
BAP Program Overview	
Design Guidelines	
July	
cancel for Independence Day?	
August	
Fall Business Forum Discussion	
September (Will need to move for Labor Day)	
Downtown Parking	
October	
November	
December	

Below are descriptions for each mentioned topic above.

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.

Investigate the development fees and 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.

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.

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.

Industry sector diversification

Review the primary employer diversification by industry.

Discuss transportation infrastructure

**SUBJECT: BRAD POTENTIAL DISCUSSION TOPICS**

**DATE: APRIL 1, 2019**

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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.

Phillips 66 Property

Discussion of the 400 acre Phillips 66 Property and its role in Louisville's future. What uses for the property would be helpful for growing Louisville businesses?

Height Calculations

Provide input on the rules related to calculating the height of buildings as it relates in the zoning code.

Transit Oriented Development

Have a discussion about Transit Oriented Development and the positives and negatives it may have in Louisville. What locations would be good candidates for a transit oriented development concept?

**RECOMMENDATION:**

Staff requests the BRaD committee review the topic list to add/delete/modify topics and prioritize the discussions.

**SUBJECT: DISCUSSION- BUSINESS RETENTION VISITS UPDATE**

**DATE: OCTOBER 5, 2020**

**PRESENTED BY: MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

**SUMMARY:**

In July, the BRaD Committee reviewed some of its 2020 planned initiatives that have been disrupted by the COVID-19 pandemic, including regular business retention visits. In August the Committee affirmed retention visits should be conducted virtually and that the re-opening of City Hall would be used to guide a transition back to in-person visits in the future.

**DISCUSSION:**

Based on suggestions from the Committee and staff, outreach has continued to engage businesses for retention visits. Unfortunately, it continues to be difficult for businesses to commit to these meetings during such a period of uncertainty. The following contacts have been made since the last BRaD Committee meeting:

- Omni Promotional (scheduled, October 7 @ 9:30 AM)
- Dova Center for Health and Healing (decided not to schedule at this time)
- Otak Inc (corresponding)
- Alem International (corresponding)
- Decadent Saint Winery (initial outreach)
- Organic Sandwich Company (corresponding)
- Creative Framing Art Gallery (corresponding)

Staff will continue pursuing businesses about scheduling retention visits. In the meantime, staff has also requested that the Downtown Business Association include the promotion of BRaD Business Retention Visits in the upcoming Downtown Dialogue newsletter.

**RECOMMENDATION:**

Review the information and provide direction on future retention visits.

**ATTACHMENTS:**

None.