

# City Council Economic Vitality Committee

## Agenda

Thursday, June 11, 2026

Council Chambers

749 Main Street

3:00 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to +1 646 876 9923 or 877 548 0282 (toll free)  
Webinar ID #852 0147 8768
- You can log in via your computer. Please visit the [City's website](#) to link to the meeting:

The Council will accommodate public comments during the meeting. Anyone may also [email comments to the Council](#) prior to the meeting.

### 1. Call to Order & Roll Call

### 2. Approval of Agenda

### 3. Public Comments on Items Not on the Agenda and Items on the Consent Agenda

Public comments are limited to 3 minutes per speaker. When several people wish to speak on the same position on a given item, a spokesperson may be used to state that position.

### 4. Consent Agenda

The following items on the City Council Agenda are considered routine by the City Manager and shall be approved, adopted, accepted, etc., by motion of the City Council and voice vote unless the Mayor or a City Council person specifically requests an item be considered under "Regular Business." In such an event the item shall be removed from the "Consent Agenda" and Council action taken separately on said item in the order appearing on the Agenda. Those items so approved under the heading "Consent Agenda" will appear in the Council Minutes in their proper order.

A. Approval of Minutes

### 5. Regular Business

A. EVC Meeting Date/Time Change

B. Cultural Services Presentation

C. Business Retention Discussion

**6. Staff Report**

A. Staff Report

B. Business Happenings

**7. Committee Member Comments**

**8. Adjourn**

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**Upcoming Agenda Items**  
**Date Meeting**

This list is not inclusive; items are subject to change; additional items may be added.

- Item
- Item

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**Resident Information**

If you wish to speak at the City Council meeting in person, please fill out a sign-up card and present it to the City Clerk at the meeting. If you are attending remotely, please use the “raise hand” icon to show you wish to speak in appropriate public comments section.

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or other accommodation should [email the City Clerk's Office](#) or call at 303.335.4574

A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión del Consejo, por favor llame a la Ciudad al 303.335.4574 o [email](#)

**City Council  
Economic Vitality Committee  
Meeting Minutes  
May 14, 2026  
Regular Meeting  
3:00 PM**

**CALL TO ORDER** – Mayor Leh called the meeting to order at 3:09 p.m. and the following members were present:

**Committee Members:** *Mayor Chris Leh - Chair  
Councilmember Deb Fahey*

**Staff Present:** *Samma Fox, Deputy City Manager  
Rob Zuccaro, Community Development Director  
Vanessa Zarate, Economic Vitality Manager  
Brian Holihan, Economic Vitality Specialist*

**Others Present:** *Members of the public*

**APPROVAL OF AGENDA**

Councilmember Fahey moved to approve the agenda; seconded by Mayor Leh.

Aye: All

Nay: None

Absent: Councilmember Kern

**PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA AND ITEMS ON THE  
CONSENT AGENDA**

Gillian Millar, Executive Director of the Louisville Chamber expressed support for the short-term rentals and shared the advocacy committees desire for the Economic Vitality Committee to continue considering year-round rentals. Executive Director Millar also shared the chamber board’s desire to engage with the front range passenger rail and asked where the right place to be a part of that conversation is.

**APPROVAL OF CONSENT AGENDA**

Councilmember Fahey moved to approve the minutes; seconded by Mayor Leh.

Aye: All

Nay: None

Absent: Councilmember Kern

## **REGULAR BUSINESS**

### **Business Beat Discussion**

Manager Zarate presented on the monthly business beat roundtables and provided framework for a discussion for potential adjustments to be made to the business beat monthly roundtables in order to increase value add and attendance numbers.

Councilmember Fahey expressed support for staff's recommendation for business beat adjustments on upcoming cadence and shared support for returning the roundtable discussions to local businesses, rather than publicly owned spaces.

Mayor Leh expressed keeping the opportunity for attendance open to other councilmembers who might have interest in participating in the roundtable discussions.

Mayor Leh shared interest in having an opportunity for businesses to suggest topics for business beat roundtable discussions, along with providing the opportunity for attendees to hear directly from councilmembers.

**Motion:** Mayor Leh moves to agree with staff recommendations identified for the business beat roundtables. Councilmember Fahey seconds. **Vote:** All in favor

### *Public comment taken on Business Beat Discussion*

Gillian Millar, Executive Director of the Louisville Chamber shared that the Chamber has experienced similar challenges with programs like the Business Beat and expressed support for exploring ways the Chamber and City of Louisville can collaborate to improve engagement for both parties' programs.

Mike Kranzdorf shared agreement with staff's recommendations and expressed support for collaborating the Business Beats with the Chamber and the DBA.

### **Construction Impact Grant Overview**

Manager Zarate shared information on what construction impact grants typically look like and how they support businesses who are impacted by city-led construction projects. Currently no plan or budget is in place for a construction impact grant.

Mayor Leh expressed the importance of framing the program correctly and identifying what can be provided to businesses.

Councilmember Fahey expressed interest in holding a business beat roundtable discussion that focuses on businesses located on Front Street and addresses the upcoming impacts that will accompany the Front and Center development. s

#### *Public Comment Taken on Construction Impact Grant Overview*

Gillian Millar, Executive Director of the Louisville Chamber expressed support for the construction impact grant and shared the importance of the dollar amount that is being provided to businesses, along with additional resources such as signage and communications to be included to support businesses.

Mike Kranzdorf shared support for the construction impact grant overview and the importance of laying out what can be provided to businesses.

#### **Work Plan Check-In**

Manager Zarate presented on the economic vitality committee work plan that was finalized in December of 2025 and asked committee members for feedback and thoughts on progress so far in 2026.

Mayor Leh asked about the Enterprise Zone implementation and if there has been an update on this. Manager Zarate responded that businesses have received notification of the Enterprise Zone and collateral is being created by the zone administrator for staff to distribute to businesses located within the enterprise zone.

Mayor Leh asked for input on when a first discussion would take place on the evaluation of city processes. Director Zuccaro responded that it is a detailed process and the goal is to get to it sometime this year, with quarter 3 being an aspirational goal. Manager Zarate shared that giving businesses something concrete to respond to and provide feedback on will better equip them to provide detailed responses.

Mayor Leh asked about the timeline and anticipation on when drafts would be provided to council. Director Zuccaro responded staff has already checked in with council to get direction and what is being looked at now is process improvements, quicker timeframes, and more predictability. Director Zuccaro shared that once the drafts are developed, staff can summarize where we landed directionally and EVC can present this information to council for feedback.

Mayor Leh asked about the business retention and attraction and if those two sections should be included as one section or keep them separate. Manager Zarate responded that based on feedback we've gotten and interest levels, we can either keep them separate or bring them together.

## **STAFF REPORT**

### **Staff Updates**

Manager Zarate presented on staff updates and asked for any questions from committee members.

Mayor Leh asked if these were items that councilmembers could attend. Manager Zarate responded yes.

### **Business Happenings**

Manager Zarate presented on business happenings and asked for any questions from committee members.

## **COMMITTEE MEMBER COMMENTS**

Mayor Leh expressed interest in having a representative from a business journalism publication come speak to the committee. Manager Zarate responded that staff could reach out and inquire about their schedule.

## **POTENTIAL FUTURE AGENDA ITEMS**

Front Range Rail update  
Short term rental

## **ADJOURN**

Councilmember Fahey moved to adjourn; seconded by Mayor Leh.

Aye: All

Nay: None

Absent: Councilmember Kern

Members adjourned at 4:28 p.m.

**Subject:** EVC Meeting Date/Time Change  
**Date:** June 11, 2026  
**Prepared By:** Vanessa Zarate, Economic Vitality Manager  
**Presented By:** Vanessa Zarate, Economic Vitality Manager

**Summary:**

For 2026, the Economic Vitality Committee is scheduled to meet monthly, on the second Thursday of every month from 3:00–4:30 p.m.

EVC members have expressed interest in changing the date/time of the EVC meetings for the remainder of the year.

**Background / Prior Discussions:**

At the February 2026 meeting, the EVC approved the monthly cadence for the EVC meetings. At that time, it was approved to continue with the second Thursday of the month from 3:00–4:30p.m. The meetings can be rescheduled with enough notice as per posting rules for public meetings. Should the meeting date/time be changed, the new meeting time will start with the July 2026 meeting.

**Development Proposal:**

**Analysis:**

Staff believes that consistent and regular meetings are helpful for businesses and other stakeholders to attend and participate in EVC meetings. Should the date/time change, staff believes that being consistent throughout the rest of the year with the new date/time will help people plan to attend, and the cadence will allow people to better prepare to attend and participate.

**Council Work Plan:**

Hosting regular and predictable EVC meetings is important to further economic vitality goals.

**Fiscal Impact:**

There is no fiscal impact from changing the meeting date/time.

**Alternatives:**

**Recommendation:**

Staff recommends that the EVC discuss and vote on a date/time for EVC meetings through the end of 2026.

**Attachments:**

None

**Subject:** Cultural Services Presentation

**Date:** June 11, 2026

**Prepared By:** Brandi Cummings, Director  
Vanessa Zarate, Economic Vitality Manager

**Presented By:** Brandi Cummings, Director  
Vanessa Zarate, Economic Vitality Manager

**Summary:**

Economic Vitality and Cultural Services work together closely to support events, businesses and garner additional engagement throughout Louisville. Economic Vitality invited Cultural Services to present what they do, what they are working on, how they partner with Economic Vitality and how people can engage with them.

**Background / Prior Discussions:**

In January 2024, Manager Zarate started at the City of Louisville. As part of her due diligence and learning about the City, she realized that many people, boards and commissions, and teams did not have a great understanding of what economic vitality/development is and how it interacts with what they are passionate about.

As part of the effort to educate and encourage participation, Vanessa started attending other boards and commissions to introduce economic vitality, highlight what we do and what we are working on, as well as talk about how economic vitality interacts with/supports/collaborates with their board/commission and group.

Economic Vitality is also interested in highlighting other teams and educating businesses, groups, and partners on what all the City teams do, what they are working on and how they can engage. As part of this, Economic Vitality invited Cultural Services to speak to share all their functions, what they are working towards and how we partner together to achieve goals, support businesses and encourage additional engagement throughout Louisville.

**Development Proposal:**

**Analysis:**

**Council Work Plan:**

Economic Vitality is a Work Plan priority, and Cultural Services Strategic Planning is also included in the Work Plan.

**Fiscal Impact:**

There is no fiscal impact from this presentation.

**Alternatives:**

**Recommendation:**

Staff recommends EVC review and ask questions.

**Attachments:**

None

**Subject:** Business Retention Discussion  
**Date:** June 11, 2026  
**Prepared By:** Vanessa Zarate, Economic Vitality Manager  
**Presented By:** Vanessa Zarate, Economic Vitality Manager

**Summary:**

The Economic Vitality team conducts retention visits throughout the year to engage with our businesses and to learn what has gone well and what they might need assistance with. Retention Visits are a core function of economic vitality/development to build and foster relationships with the businesses in the community, and create opportunities to learn what is going right, what might need additional support and assistance and provide support to keep the business engaged and operational.

**Background / Prior Discussions:**

At least annually, Economic Vitality staff provides feedback to EVC on how the retention visits are going and an update on what information we are getting from the businesses. Feedback from these retention visits are used to help inform policy, programs and staff recommendations. An update on retention visits is also included in the 2026 EVC work plan.

**Development Proposal:**

**Analysis:**

Staff tries to conduct at least one retention visit a week, more when there is additional availability. There are over 1,600 businesses in Louisville, and with current economic vitality staffing, we cannot get to every business every year but we work to conduct as many as possible. Additionally, not every business has feedback or a desire for a retention visit and occasionally decline. Retention visits are conducted on site, at the business, to be able to see operations as well as meet the businesses in their spaces versus making them come to us.

Below is the feedback we have received this year.

### McCaslin Centennial Valley

- We have been asked by multiple businesses if there are options for additional signage to bring customers into their stores. Many of the buildings are set off from the street, and can have large parking areas, which can make seeing signs from McCaslin harder for the average traveler. We have been asked if there can be additional signage, offsite signage or larger signage to help attract customers.
- Many businesses in this corridor have also requested additional events/activities in the area to help draw customers to the corridor and into their businesses. This could be City-led like Movie on Main, or privately-led (they have asked if the Farmer's Market could be located on McCaslin for example).

### Colorado Technology Center

- Businesses in the tech center very frequently report a desire for additional food options in the tech center. While many of them state they do come downtown to eat, having additional food opportunities closer and within the tech center would support them and their employee retention.
- Many businesses in the CTC also report that they believe there is a parking problem, with a lack of parking. This is harder to address as most of the CTC is built out, but many state that the lots and limited street parking or not sufficient, especially as many of them continue to grow and expand.
- Design and Construction Standards- businesses have reported that the existing design and construction standards are often not conducive to industrial needs. This includes the building height allowances, design standards and screening requirements. They often state that the focus on these elements, with limited flexibility, is hard for industry as they often need these elements to function and the extra costs can be prohibitive.

### Downtown

- Cost of doing business downtown is regularly communicated to economic vitality, specifically property taxes and rent. These are two factors that the City does not have any control or influence over, but something we are mindful of when discussing over costs of doing business that the City does have influence or control over.
- Many businesses report they would like to see additional customers downtown, throughout the day and week. During the weekday in particular, they feel like foot traffic can be light. We are working with partners to bring events, attractions and marketing campaigns to life.
- Feedback from businesses is split on parking needs throughout downtown. Some believe we have a significant parking problem, some state that parking is only ever an issue during large events such as Street Faire. Staff continues to explore

temporary parking solutions, such as the lease at 833 Main Street, to support downtown as available.

Generally, across corridors and industry we get feedback for a desire to make it easier for businesses to interact with the City. This often comes in the form of permitting, but also includes how to engage and provide feedback to staff and Council. Many businesses are interested in increased events and any campaigns that encourage people to visit them. We are very regularly encouraged to continue to evaluate the costs of doing business that the City has influence/control over to help support businesses and encourage their sustainability and growth.

**Council Work Plan:**

Economic Vitality is a priority of the City Council. Additionally, feedback we receive from these retention visits is used to create/influence Economic Vitality programs and policy recommendations.

**Fiscal Impact:**

There is no fiscal impact to this update.

**Alternatives:**

**Recommendation:**

Staff recommends EVC review and ask questions.

**Attachments:**

None

**SUBJECT: STAFF UPDATES**

**DATE: JUNE 11, 2026**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER  
BRIAN HOLIHAN, ECONOMIC VITALITY SPECIALIST**

**SUMMARY:**

In the following, staff provides updates on recent activity related to economic vitality functions.

*Short Term Rentals*

The City of Louisville's Temporary Short-Term Rental (STR) License application is now live for properties seeking to operate during the annual Sundance Film Festival. All residential property types are eligible to apply, subject to licensing requirements that include proof of ownership or owner authorization, proof of insurance, designation of a local contact, and certification of compliance with applicable safety and operational standards. [Visit the website](#) to learn more.

*Commercial Sustainability Rebate Deadline Extended*

The City of Louisville has extended the deadline of its Commercial Sustainability Rebate Program to August 7, 2026. This program offers local businesses financial support for projects that reduce waste, lower emissions, and improve overall sustainability. Eligible businesses can apply for tiered rebates of \$ 1,000, \$ 5,000, or \$ 10,000 to help fund energy efficiency upgrades, composting and recycling systems, decarbonization projects, and other impactful sustainability initiatives. Please reach out to Brian Holihan with additional questions or [visit the website](#) to learn more.

*Colorado Small Business Development Center*

Economic Vitality works closely with the SBDC of Boulder County. SBDC provides a variety of educational events to support local businesses and provide timely resources that empower businesses to thrive in Boulder County. [Visit their website](#) to learn more and register for events.

*Boulder Chamber Events*

Economic Vitality works closely with the Boulder Chamber and their Economic Council. The Boulder Chamber hosts a variety of events from networking, meet-and-greets, educational, celebratory and deep dives. [Visit their website](#) to learn more and register for events.

**SUBJECT: BUSINESS HAPPENINGS**

**DATE: JUNE 11, 2026**

**PRESENTED BY: VANESSA ZARATE, CECD, ECONOMIC VITALITY MANAGER  
BRIAN HOLIHAN, ECONOMIC VITALITY SPECIALIST**

**SUMMARY:**

In the following, staff provides updates on recent and upcoming business happenings within the community.

**New Commercial Development Applications (May 7 to June 4)**

No new applications at this time.

**Partner Events and Ribbon Cuttings (June 11 to July 9)**

Friday, June 12 | 5:30 – 9:30 pm

Street Faire

- Kickoff night on Front Street with live music for families and friends
- 824 Front Street. Steinbaugh Pavillion

Thursday, June 18 | 10 – 11:30 am

Financial Know-How - SBDC

- Practical hands-on training designed entrepreneurs and business owners strengthen their financial foundation
- Location: Superior Downtown Civic Space

Friday, June 19 | 5:30 – 9:30 pm

Street Faire

- Live music for friends, families, and the community
- 824 Front Street. Steinbaugh Pavillion

Saturday, July 4 | 6:00 – 9:00 pm

City of Louisville Fourth of July Fireworks

- Food, music, summer activities and fireworks
- Coak Creek Golf Course

**SUBJECT: BUSINESS HAPPENINGS**

**DATE: JUNE 11, 2026**

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**In The News (articles published between (May 7 and June 4)**

Hoodline: [Louisville Hospital Shakeup: Adventhealth Mega Campus Clears Key Hurdle](#)

BizWest: [Loveland, Louisville to weigh passenger-rail commitments](#)

BizWest: [Taste of Louisville food fest returning in June](#)

BizWest: [Charlotte's Web optimistic about BAT transaction](#)

BizWest: [Louisville officials to review AdvnetHealth's Redtail hospital plans](#)