



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** Mayor & City Council

**FROM:** Ciara DePinto, Communications & Engagement Manager

**DATE:** February 20, 2024

**AGENDA TEXT:** PRESENTATION – Downtown Advisory Board Recognition

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### BACKGROUND

During 2023, the Fruita City Council met with each Board and Commission to receive updates from the Boards, and to discuss the priorities and efforts of each group. At the September Workshop, City Council debriefed the action items from each discussion and determined the next steps for the Downtown Advisory Board. The Downtown Advisory Board was created in 2012 with a goal to bring resources to the downtown area to maintain, enhance, and promote the downtown as the social and cultural center of the City of Fruita. The board addressed issues such as parking, lighting, landscaping, diversity of retail opportunities, pedestrian needs, design standards, zoning, and vehicle circulation.

The Downtown Advisory Board fulfilled its goals and purpose, so the City Council decided to disband the board and explore the transition to a board that focuses more broadly on “localism” to be an extension of the City’s communication efforts and further reach residents and increase the number of residents engaging with the community. The City of Fruita would like to recognize and thank all the Downtown Advisory Board members for their time and commitment to the Fruita community.

The goals set by the board were not only met but exceeded, creating a vibrant and thriving downtown that reflects the heart of our community. From supporting local businesses to organizing engaging events, the impact of the Downtown Advisory Board has been felt by everyone who calls Fruita home.

All previous members from the Downtown Advisory Board were invited to tonight’s City Council meeting to be recognized by Fruita City Council for the work and dedication each member contributed to the board.