



FRUITA

COLORADO

Localism Committee Overview

November 15, 2023

7:00 P.M. – 8:00 P.M.

Members in Attendance: Jeannine Purser, Jared Prochnow, Joan Robinson, Denise Hight, Terri Potente, Tiffany O'Brien, Elizabeth Nunn, Shanachie Carroll, Tori Miner, Sam Dickson

Members Absent: None

Staff in Attendance: Ciara DePinto

1. Welcome & Introductions

Each member introduced themselves to the group explaining what their connection to Fruita is and why they are interested in the Localism committee.

2. Overview and History

Ms. DePinto gave an overview of the committee, stating that the group's main goal is to review and determine the possible creation of a new City of Fruita board, the Localism Board. This board would replace the Downtown Advisory Board.

Ms. DePinto went on to explain the Downtown Advisory Board (DAB) had accomplished many projects and goals over the years. This includes helping to beautify downtown with the City of Fruita's bulb-outs, curb and gutter replacements, the Fruita logo, and more. The DAB has also created many events that are still running today. These include Fourth Fridays, Cups for a Cure, and the Holiday Lighting event.

Over the past, at least year, the board has been struggling with finding its purpose since it already met the goals outlined in the original resolution for the board, which was to address parking, lighting, landscaping, retail, pedestrian needs, design

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standards, zoning, and more. Through conversations with the board and City Council, it was brought to life that the original mission for the board has already been accomplished, or parts of the board's purpose are being pursued by other groups – Fruita Chamber, Traffic Committee, etc. After many discussions through workshops with the City Council, the City Council decided it would be best to dissolve the Downtown Advisory Board and bring to life a new board that could still support the downtown area but also focus on supporting and connecting the entire community.

3. Localism Committee Overview

As these discussions continued, the need for a group to connect even further with residents was identified. A few ideas the Fruita City Council thought through were having this board act as an extension of the communications efforts the city is already making. We often find ourselves needing to reach more community members, and having a board that helps with these efforts could be valuable. We are always looking for new ways to reach and engage the community. Also, through these discussions, the Downtown Board realized that downtown is thriving and there are always things going on, but not all residents know about downtown Fruita. So how can we get more residents in the downtown area, engaging with the community? Other ideas for the Localism Board include helping with micro-events in the downtown area.

4. Form of Government

Ms. DePinto went on to give a brief overview of the roles a committee or board plays within the City of Fruita.

Boards, Commissions, and, in this case, a committee, acts as a recommending body to the Fruita City Council. The Fruita City Council ultimately decides what each board's purpose and goals are. Boards can perform functions based on City Council's decision, but large projects and funding need to be brought to the City Council as a recommendation. Each board, commission, or committee always has a staff liaison and a council liaison. The purpose of the staff liaison is to schedule meetings, post minutes, ensure recommendations from the board are passed onto the City Council, provide guidance and information. The council liaison is here to serve as a link between the board and the City Council, work with the Mayor to fill vacancies, answer questions, and participate with a City Council point of view.

5. Next Steps/Other

a. Meetings

The idea for the committee is to have the committee meet roughly three – four times over the next couple of months to determine how the Localism Board will

function. Once the committee has decided on the goals and purpose, we will schedule a time at a City Council meeting for the committee to present its recommendation to the City Council. It was decided that the next meeting will be held on December 6, 2023, at 6:30 pm.

b. General Ideas for a Localism Board

The rest of the meeting consisted of committee members discussing what they feel the localism committee should work towards, what localism means, and how this group could function. Some of the general brainstorming ideas were as follows:

1. Possible partnership with the Fruita Living Magazine to reach more residents?
2. The definition of localism when researched online includes local history, local culture, and local identity.
3. How can this board serve the people of Fruita? How does the board support the identity of all locals?
4. Some locals may feel like they are being pushed out of Fruita. How can we celebrate all locals and make everyone feel comfortable existing in Fruita?
5. The group also talked about incorporating diversity, equity, inclusion, belonging, and accessibility into the principles of the board.
6. How can this group help with marginalization? How can the board have representation from the different cultures within Fruita?
7. The board could help with campaigns around showcasing all sides of Fruita.
8. Could this board look into ways to help Fruita locals stay local? Are there opportunities to connect locals with opportunities (education enrichment, employment benefits).

C. Next Steps

1. Ms. DePinto will create questions to help the group think about the goals and priorities for a potential Localism Board.
2. During the next few meetings, the committee needs to come up with actional items the board can work on after it is established. Figure out three concepts the board needs to tackle.

6. Adjournment

The meeting adjourned at 8:00 pm.