



FRUITA

COLORADO

Localism Committee Overview

Tuesday, January 9, 2024

7:00 p.m. – 8:00 p.m.

Members in Attendance: Denise Hight, Jeannine Purser, Joan Robinson, Terri Potente, Elizabeth Nunn, Shanachie Carroll, Tori Miner, Sam Dickson

Absent: Jared Prochnow, Tiffany O'Brien

Staff in Attendance: Ciara DePinto

1. CALL TO ORDER/ROLL CALL

- a. Ciara DePinto called the meeting of the Fruita Localism Committee to order at 7:03 p.m.

2. PUBLIC COMMENT (LIMIT TO 5 MINUTES)

- a. No public comment.

3. DEFINE GOALS FOR THE POTENTIAL LOCALISM BOARD

- a. The meeting began with a recap of the conversations the group had in the previous meeting. The group answered various questions to help guide the conversation and to help with idea flow. The members provided lots of thoughts and ideas for the potential board. Staff liaison Ciara DePinto went through the ideas to find similarities between them and identified three – **engagement with locals, focusing on the community values (highlighting them, exercising them, etc), and building relationships with other entities like the other Fruita Boards and Commissions.**
- b. The group discussed communication efforts and how the board could help with getting communication to more residents. The group discussed how the City of Fruita has several ways to communicate with residents, but there seems to be a disconnect, and people don't know these exist.
- c. The idea of ambassadors was also discussed. How could the potential board represent the city to share information with residents. After these thoughts, the group discussed maybe the problem is residents who don't know about the communication efforts aren't interested in knowing more or engaging with the city. Perhaps we shouldn't be focusing on communication but instead answering the deeper questions of why and finding the reasons residents don't engage, don't seek out communications, don't attend local events, or don't know about downtown Fruita. Maybe it's due to routines, work schedules, or transportation. We don't know until we ask. How can we disrupt their routines and get them excited about Fruita?

- d. The group started to discuss why having a board just for locals is important. The board could be a listening ear for residents. Not all residents like to attend events or engagement opportunities or are online, so providing a way to share information more organically through conversation is important. This can open up two-way conversations between the board and the community to help bring community input back to the city.
- e. The group discussed the importance of asking residents **why they chose Fruita** and how this question can provide a different perspective and shed light on areas of the community we may not be aware of.
- f. How can this board help people “Live like a local?” Living like a local can mean different things to different people. How do we meet them where they are? One idea is to have a whiteboard in the Mulberry Plaza where people can write their answers to the questions. Why did they choose Fruita? Choosing is different than why someone loves Fruita.

4. NEXT STEPS FOR BRINGING A RECOMMENDATION TO CITY COUNCIL

- a. The group started to discuss potential goals for the board and thought it would be better to start with a mission statement.
- b. Ideas for a mission statement were shared. Touchpoints to include in the mission statement can focus on representation from all angles of the community (be a voice, a listening ear), engaging the community, community values, and assisting with other boards.
- c. A mission statement should include a few things the board can do and then share what the board will get done. One focus point for the board could be to live like a local.
- d. Sam shared a draft mission statement: "To listen, share values, to further connect the community."
- e. The committee decided to adjourn the meeting and allow time for everyone to think about a mission statement to bring to the next meeting to workshop.
- f. The next meeting was set for Tuesday, January 30, 2024, at 7:00 p.m.

5. ADJOURN

- a. The meeting was adjourned at 8:35 p.m.