



FRUITA COLORADO

Localism Committee Overview

Wednesday, December 6, 2023

6:30 pm – 8:00 pm

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

Absent: None

Staff in Attendance: Ciara DePinto

1. CALL TO ORDER/ROLL CALL

Ciara DePinto called the meeting of the Fruita Localism Committee to order at 6:31 pm.

2. PUBLIC COMMENT (LIMIT TO 5 MINUTES)

No public comment.

3. INTRODUCTIONS

The group went around and did quick introductions.

4. RECAP OF PREVIOUS MEETING DISCUSSION

Ciara went over the key takeaways from the first meeting:

- Possible partnership with Fruita Living Magazine to reach more residents?
- The definition of localism when researched online includes local history, local culture, and local identity.
- How can this board serve the people of Fruita? How does the board support the identity of all locals?
- 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?
- The group also talked about incorporating diversity, equity, inclusion, belonging, and accessibility into the principles of the board.
- How can this group help with marginalization? How can the board have representation from the different cultures within Fruita?
- The board could help with campaigns around showcasing all sides of Fruita.
- Could this board investigate ways to help Fruita locals stay local? Are there opportunities to connect locals with opportunities (education enrichment, employment benefits)?

Honor the Past – Envision the Future **FRUITA**

5. COMMUNITY VALUES OVERVIEW

Ciara went over the comprehensive plan, explaining how it is a 10-year plan. During a year-long process in 2019, over 4,000 residents participated in community engagement opportunities to help create the plan. Out of this engagement, a list of community values emerged. Ciara brought up how these values can be a great starting point for the committee when it comes to local identity.

6. DISCUSSION BASED ON GUIDING QUESTIONS

Ciara sent the group a list of questions a week prior to the meeting to help move the conversation forward. The committee brought their answers to the meeting and had discussions based on everyone's answers.

- a. What does Fruita look like in 15 years?
 - i. Innovative developments with condos on the higher level and businesses below. Providing more work in Fruita and allowing more live/work.
 - ii. Tourism based economy with great diversification in the economy.
 - iii. More agro-tourism
 - iv. Change while also preserving Fruita's character.
 - v. Strong sense of community. Direct lines of communication, attending events, easy flow between city and residents. More in-person participation.
 - vi. More chains and tension between local businesses and new chains.
 - vii. Growth
 - viii. Safe and friendly community
 - ix. Walkable and bikeable – year-round farmer's market
 - x. Hope it looks similar – infill/no sprawl.
 - xi. Better public transportation
 - xii. Retirement, young families, bigger place
 - xiii. Transportation and connectivity. More localized services in Fruita
 - xiv. Balance between working and affordability – program with the city.
- b. What does localism mean to you?
 - i. Providing intentional space for locals to be represented in planning and decision making.
 - ii. Supporting local businesses, events, and history.
 - iii. What can we do for each other?
 - iv. Advising the City on topics related to business, employment, events, living accommodations, and recreation.
 - v. Support for the locals, community, agriculture, and family businesses.
 - vi. People closest to the issues should be listened to most closely. Could you consider space for those who are being affected?
 - vii. Not focusing on the future, but on the here and now and the importance of that.
 - viii. The spirit of Fruita – maintaining the spirit that brought us all here.
- c. What does community engagement look like to you?
 - i. Providing space for all to participate.

- ii. Representation, authenticity, and measurable outcomes are essential.
 - iii. Find a niche in the community.
 - iv. Can communication be more efficient?
 - v. How do we get people to want to find new things and information?
 - vi. How do we draw in new people?
 - vii. Quick updates from the city – four quick weekly updates.
 - viii. Co-mingling of different demographics.
 - ix. Meet people where they are.
 - x. Welcome packets.
 - xi. Need to find out where they are first.
- d. Three goals for the board?
 - i. Support initiatives that improve access to downtown for locals year-round that meets the board's equity prime informed design principles.
 - ii. Advocate for projects that allow locals to live and play like a local.
 - iii. Tell the story of the local and create opportunities for locals to tell their stories.
- e. How can we sustain the community values of Fruita in the future?
 - i. Re-examine questions periodically.
 - ii. Are values shared by everyone?
 - iii. Learn how people live the community values and how they have personal significance.
 - iv. Share videos to share stories on how people live the values. Build into City engagement events.
 - v. How do we differ from other communities?
 - vi. Learn how people live the community values and how they have personal significance.
 - vii. Encourage smaller stores.
 - viii. How do we sustain current values?
 - ix. Communicate how the city works to craft the community values.
 - x. Understand what people want and why they want to engage.
 - xi. Growth can mean deepening quality and expanding benefits.
 - xii. Get to know the values first.
 - xiii. What needs to be downtown for people to spend more time in the area?
 - xiv. What do the values look like in different situations and lives?
- f. How do we protect the community values of Fruita? What does this look like?
 - i. Not protect but sustain or nurture.
 - ii. Prioritize projects that enable more people to live and play like a local.
 - iii. Re-examine values more often.
 - iv. Get more input from the community on values. Can partners help with asking questions based on values?
 - v. Planning and zoning – get feedback from the board throughout the process.
 - vi. Using values as a check and balance – measuring tool. Asking for feedback and incorporating values.

- g. How do you see this potential board supporting downtown, locals, and promoting events and happening to the community?
- i. Learn about the access needs to the downtown area. What are the barriers?
 - ii. Determine goals, priorities, and focus areas as a committee.
 - iii. Passive activities, word of mouth, natural engagement opportunities.
 - iv. Use an equity prime lens, consider marginalization, how the decisions we make for the many impacts everyone.
 - v. Diverse group on the board.
 - vi. Hearing voices from the community and providing feedback for events and other city topics.
 - vii. Looking at the history of Fruita (events) how do we get back to those more traditional pieces.
 - viii. Board could be a floating entity that fits in to help support the community where needed. All boards are working towards localism in some capacity but how can this board help.
 - ix. Creating relationships with other organizations – working together. Boards and commissions, Fruita Chamber, Family Health West, and Rotary.

7. NEXT STEPS

- The group set the next meeting for Tuesday, January 9, 2024, at 7 pm
- During the next meeting, the group will discuss goals for a potential Localism Board.

8. ADJOURN

- The meeting was adjourned at 7:45 pm.