



FRUITA
COLORADO

**COUNCIL WORKSHOP
AGENDA ITEM COVER SHEET**

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: CITY MANAGER'S OFFICE

DATE: SEPTEMBER 17, 2024

AGENDA TEXT: LOCALISM DISCUSSION

PURPOSE

This item is for Fruita City Council to further discuss the idea of localism and to provide city staff with direction on how to move forward with the localism concept.

BACKGROUND

During 2023, City Council met with each Board and Commission, both receiving updates from each board and discussing the priorities and efforts of each board. City Council then debriefed the action items from each discussion and determined the next steps with each board. Specifically, it was decided that the Downtown Advisory Board had fulfilled its purpose and the need to explore the transition of that board to one 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.

In October 2023, the Fruita City Council directed staff to create a committee to review the possible creation of a new City Board, the "Localism" Board. From November 2023 to January 2024, the Localism Committee met four times to discuss ideas for creating a potential Localism Board. The committee consisted of nine members, including Councilor Purser, acting as the Council Liaison for the committee. At the Fruita City Council meeting on Tuesday, February 20, 2024, the Localism Committee presented its recommendation to the City Council. Overall, the Localism Committee recommended the Fruita City Council create a Localism Board with the following mission statement, "The Fruita Localism Board represents and relays the needs and opinions of our diverse community and shares this feedback within the City to ensure that all locals have a greater opportunity to live and play like a local. Reach out | Receive | Engage."

Fruita City Council was in favor of the recommendation but wanted to have further conversations in a future workshop. At the time, Mayor Breman, shared how he would like to know more about the mechanics and how the board can be created and work efficiently with City Staff. Mayor Breman shared how he wants to make sure the board complements City communications and isn't duplicating efforts. Councilor Williams expressed how having a conversation in an upcoming workshop would be great to see exactly how the board would be organized and Councilor Hancey discussed how it is important for City Council to set the board up for success.

Fruita City Council continued the dialogue on the recommendation during the Fruita City Council workshop on March 26, 2024, in which the Fruita City Council decided it would be best for Councilor Purser and Communications and Engagement Manager Ciara Amann to share the Localism Committee's recommendation with the Livability Commission. It was brought to Fruita City Council's attention that the Livability Commission has similar goals around communication and engagement. The presentation was then followed by a conversation with the commission on how the concept of localism could potentially fit into the Livability Commission or how the Livability Commission's goals could be reworked so that a Localism Board could be created without having two boards working towards similar goals.

During the Livability Commission meeting on April 25, 2024, the board talked about how communication is part of the eight domains of livability the commission focuses on and how localism encompasses communication. However, the commission would not want to give up the communication livability domain but would rather work with a Localism Board on communications. Ultimately, the Livability Commission likes the idea of a Localism Board while also being able to work on communications through the commission.

Recently, during the City Council Strategic Retreat on August 28, 2024, the Fruita City Council discussed localism, and how the concept of localism should be considered as a philosophy of the City of Fruita and incorporating localism as a value into the Fruita Strategic Plan, including all boards and commissions. It was discussed how localism could be an aspect of every city board and any efforts boards or commissions work on should incorporate the localism value.

This item is for the City Council to further discuss and determine the next steps regarding localism and next steps regarding the recommendation of the Localism Committee to the City Council to establish a Localism Board. Attached are the minutes from previous discussions and any attachments referenced in those.