



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: Fruita City Council and Mayor

FROM: Ciara DePinto, Communications and Engagement Specialist

DATE: March 28, 2023

AGENDA TEXT: Downtown Advisory Board Discussion

PURPOSE

This agenda item is for the Fruita City Council to discuss the purpose, past accomplishments, and next steps for the Downtown Advisory Board. Members of the Downtown Advisory Board are invited to attend this Workshop to listen and share ideas with Fruita City Council. First, the Fruita City Council will review and discuss the Downtown Advisory Board amongst the Council followed by an open conversation with present Downtown Advisory Board members. The information and ideas discussed for the board will shape future projects and align the board's purpose and goals.

BACKGROUND

On February 7, 2023, at the Fruita City Council meeting, Jared Prochnow, the Chair of the Downtown Advisory Board, presented an overview of the board including past accomplishments and goals for 2023. Prochnow shared ideas for how to attract Fruita locals to Downtown Fruita through events and partnerships including creating a locals' day program and potentially managing the Trick-or-Treat Street previously hosted by the Fruita Area Chamber of Commerce. Prochnow also expressed that the board would like to review the original purpose and goals for the board. The board feels that the original intent outlined in the bylaws has been accomplished and would like to receive direction from the Fruita City Council on setting a new purpose and goal before pursuing the projects presented in the meeting. The purpose of this discussion is for the City Council to provide feedback and guidance to the Downtown Advisory Board, as the board moves forward.