



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: Mayor & City Council

FROM: Ciara DePinto, Communications & Engagement Specialist

DATE: November 21, 2023

AGENDA TEXT: Establishing a Committee to Review Possible “Localism” Board

BACKGROUND

At the October 3, 2023, City Council meeting, the City Council determined they would seek out individuals with a vested interest in Fruita, business owners and residents—specifically those people who have put forth effort engaging in the community over the years to help residents realize the amenities and activities occurring in the City—to be part of a committee to evaluate the creation of a possible “Localism” Board to replace the Downtown Advisory Board. This item is for Council to discuss any applications received and invitations extended for continued steps in forming this committee.

Fruita City Council reviewed seven applications during the November 7, 2023, meeting from interested community members to serve on the Localism Committee. Since then, the City of Fruita has received one more application for City Council to review. The application can be found attached.

Current Localism Committee Applicant:

- Allie Daniel

At the September 26, 2023, City Council Workshop, City Council directed staff to schedule a discussion for the Council at this meeting regarding establishing a committee to review the possible creation of a new City Board, the “Localism” Board. This Board, if created, would replace the Downtown Advisory Board (DAB). City Council discussed inviting the current members of the DAB and a mixture of past DAB members, past Council members, or others who have strived to increase residential involvement in the community to participate in a working committee, appointed by City Council, to review the purpose and creation of a new Localism Board. This item is for City Council to discuss the steps to appoint the committee.

During 2023, City Council has met with each Board and Commission, both receiving updates from each Board and discussing the priorities and efforts of each Board. At the September Workshop, City Council debriefed the action items from each discussion and determined the next step with the DAB is that it has 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.