



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** MAYOR & CITY COUNCIL  
**FROM:** CIARA DEPINTO, COMMUNICATIONS & ENGAGEMENT MANAGER  
**DATE:** MARCH 26, 2024  
**AGENDA TEXT:** Next Steps for the Fruita Localism Committee Recommendation

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### **PURPOSE**

The purpose of this discussion item is for the City Council to continue dialogue on a recommendation from the Fruita Localism Committee to formally create a Fruita Localism Board after dissolving the Downtown Advisory Board.

### **BACKGROUND**

During 2023, City Council met with each Board and Commission, receiving updates from Boards, and discussing the priorities and efforts of each. At the September Workshop, City Council debriefed the action items from each discussion and determined the next steps with the Downtown Advisory Board (DAB). The DAB fulfilled its board goals and purpose, so the City Council decided to disband the board and explore the transition to a board 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. The City Council directed staff to establish a committee to review the possible creation of a new City Board, the “Localism” Board. This Board, if created, would replace the 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.

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.

The committee meetings began with a historical overview of the Downtown Advisory Board and led into discussions on how some residents don’t know about what downtown Fruita offers as far as events, local businesses, and other activities. The group focused time on answering questions around community values, engagement, communications, and what localism means. Discussion highlights focused on enhancing communication efforts, understanding residents' motivations, and promoting community values. The committee engaged in dialogue around strategies to bridge the gap between residents and existing city communication channels, emphasizing the importance of organic, two-way communication and providing platforms for community input. The committee shared ideas around trying to meet people where they are and being a listening ear for residents. Discussions also centered around the significance of understanding residents' motivations for choosing Fruita and how this knowledge could inform community engagement efforts, alongside brainstorming ways the potential board could facilitate activities for more residents to “live like locals.”

After thoughtful conversations, the committee decided a Localism Board is needed for Fruita and crafted a mission statement for the Localism Board to bring to City Council. After evaluating several drafts and discussing the importance of a Localism Board, the committee decided to emphasize community representation and engagement.

At the Fruita City Council meeting on Tuesday, February 20, 2024, the Localism Committee presented their recommendation to the City Council. Overall, the Localism Committee recommends 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.”

The board should act as a listening ear for Fruita residents, adding an additional point of contact for residents to engage and stay informed with their local government, ensuring feedback from the community is shared with the correct groups at the City of Fruita. The board should act as an advisory board for City engagement and communications and relay information to residents and the city. Board members should represent Fruita’s diverse community and should foster ideas and projects that match the mission of the board.

Fruita City Council was in favor of the recommendation but wanted to have further conversation in a future workshop. Mayor Pro-Tem 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 Pro-Tem 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 would like to discuss the following regarding the Fruita Localism Board:

- The logistics and structure including by-laws and resolution for the board.
- How the board will operate and stay organized with the efforts staff is
- A timeline and steps for creating the board.

#### **STAFF QUESTIONS FOR CITY COUNCIL TO DISCUSS**

- Is there any overlap between goals and responsibilities of our other Fruita Boards and Commissions?
- How can all Fruita Boards and Commissions work together to help fulfill the requirements of each board?

#### **ATTACHMENTS**

- Timeline for the next steps in creating a board.
- Board and Commissions By-Laws Template.
- Board and Commissions Resolution Template.