



TO: MAYOR & CITY COUNCIL

FROM: CIARA DEPINTO, COMMUNICATIONS AND ENGAGEMENT MANAGER

DATE: APRIL 16, 2024

AGENDA TEXT: LETTER TO LOCALISM COMMITTEE – Authorizing the Mayor to Sign a Letter to Fruita Localism Committee

BACKGROUND

During the Fruita City Council Workshop on March 26, 2024, Fruita City Council provided direction to staff to draft a letter to the Fruita Localism Committee to first share thanks to the committee for their time and effort and, secondly, to share the next steps on how the Fruita City Council is moving forward with the recommendation from the committee.

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 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.” 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 DePinto 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. This presentation will be 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.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Boards and Commissions serve as an important part of the City of Fruita and recommend projects or policies to improve the quality of place, economic health, and lifestyle of the community overall.

OPTIONS AVAILABLE TO THE COUNCIL

- Authorize the Mayor to sign the Letter to the Fruita Localism Committee.
- Advise staff to revise the letter and authorize the Mayor to sign it with changes.

RECOMMENDATION

It is the recommendation of staff that the Council by motion:

AUTHORIZE THE MAYOR TO SIGN THE LETTER ON BEHALF OF THE FRUITA CITY COUNCIL AND FOR CITY STAFF TO SEND THE LETTER TO THE LOCALISM COMMITTEE ON BEHALF OF THE FRUITA CITY COUNCIL.