

# 2012 CITY COUNCIL GOAL STATEMENT

Following each election, the Fruita City Council takes time to evaluate the course the City of Fruita has taken and to set goals to guide the community into the future. This effort is undertaken with the understanding that the City has been very successful in meeting recent goals and that this positive momentum needs to be maintained. In this process, the 2012 City Council reaffirmed the Community Plan Vision Statement to: *Improve and enhance the small town atmosphere of the Fruita community, while providing high quality services for a growing population, and striving for economic development and prosperity.* In order to implement this vision statement, the goals and the overarching values set by the 2012 City Council are identified as:

## FRUITA: THE BEST PLACE TO LIVE, WORK, AND PLAY

This philosophy, value, and overarching ambition will be achieved by addressing the six critical areas identified.

### **DEVELOP THE FULL POTENTIAL OF A STRONG DOWNTOWN**

Fruita's historic downtown has tremendous potential to be a primary foundation of the entire community. Developing this potential to its fullest will be challenging but will meet many community objectives such as developing unique places for residents and visitors to spend time in Fruita.

- The initial step in this effort will be to work with business owners, property owners and the community to create a comprehensive downtown plan. The plan will aim to address issues such as parking, lighting, diversity of retail opportunities, pedestrian needs, design standards, zoning, vehicle circulation, facilities such as arts and incubator centers, critical infrastructure, and organizational/ implementation needs.
- Once adopted, implementation of the plan will be a top priority.

### **FOCUS ON BUILDING COMMUNITY**

True community building is the primary component of maintaining a small town atmosphere and it is recognized that high quality community building requires incredible levels of citizen input and involvement. The City Council desires to actively support community driven initiatives and will work to create a variety of possibilities for community oriented entrepreneurialism to happen. While esoteric in nature, this goal is recognized as critical to achieving the Community Vision Statement. Steps to achieve high quality community building will include:

- Creating community oriented spaces
- Support the value and importance of the Colorado River
- Receive broad feedback from the entire community via a community survey and other methods
- Continue to recognize the importance of maintaining existing partnerships with School District 51, Mesa County, non-profits, and the business community and creating new partnerships to achieve mutual goals.
- Develop a project which 50% of the community can and will participate and will help to make individuals excited and passionate about being a part of the Fruita community
- The City Council will fully embrace the importance of City Boards and Commissions and provide them the autonomy, guidance and necessary resources they need to implement their respective missions.
- Focus on working with the School District to provide a safe, effective learning environment.
- Continue to work toward keeping the City of Fruita financially sustainable as an organization and as independent as feasible

### **ECONOMIC DEVELOPMENT**

Economic development is a critical aspect of community development. It is agreed that high quality economic development ultimately comes down to ensuring that talent and capital want to and are able to locate in Fruita. The City of Fruita is committed to work to meet these needs. The City will focus on 1) attracting jobs and maintaining a diverse economic base 2) increasing tourism 3) developing unique places for investors, residents and visitors to spend time and money in Fruita 4) creating policies that support new and existing business development. Tools and steps that will be explored include:

- Creating incubator space for new, innovative, business opportunities
- Continue to develop the Greenway Business Park
- Attract an anchor for Kokopelli and strengthen business opportunities south of I-70
- Encourage the medical niche that exists
- Explore opportunities that have a riverfront focus
- Create partnerships that support private business and investment

## **HUMAN RESOURCES**

Fruita needs to be the premier agency for which to work. Leadership on this issue starts at the City Council level and, as such, is critical to having a strong organization that is professional, efficient, effective, ethical, responsive to community needs and generates trust between the organization and the community. Employees embrace Fruita and truly enjoy knowing this is more than a job, it is community building.

- Maximize resources so the City can recruit and retain top quality talent to work in the organization
- Continue to embrace the need for a high quality work environment so that current employees can be surrounded by other great employees.
- It is implicit that in order to maintain high quality services, all city staff must be well trained and skilled in a variety of duties and responsibilities.
- It is critical to create a trusting work environment where creative and innovative ideas are embraced.
- Support staff that works effectively, achieving goals, and wisely uses resources

## **INVEST IN INFRASTRUCTURE**

Infrastructure is the lifeblood of a thriving community. As Fruita has grown and developed, the infrastructure demands have transformed. The City Council recognizes the importance of maintaining infrastructure and not just developing new infrastructure. The Council is committed to adequately maintaining the infrastructure that is in place and being mindful of resource availability for future infrastructure development. Projects will be prioritized through the budget process. They may include:

- Continue to invest heavily in street and sidewalk maintenance
- Complete Pine Street from the Little Salt Wash Bridge to Hwy 6/50
- Become the Trail Capital of the World; critical projects include connecting existing trails, the Riverfront trail, LSW Trail, and trails in the North Fruita Desert and Kokopelli areas
- Expand the City Shops for Parks and Public Works
- Improve the safety and usability for pedestrians and bikes on the SH 340 overpass
- Increase the number of trees planted annually on both public and private property.
- Complete park projects that are underway, and upgrade/invest in existing parks
- Identify critical community gateways and beautify them
- Start a feasibility analysis for a Pine Street overpass
- Develop a long-term plan for use of the Civic Center
- Develop a long-term plan for the sewer lagoon property

## **WATER**

Because of the significant financial resources required, it is understood that the development of water resources remains a long-term goal and that effort and resources beyond the work necessary to preserve the City's existing water rights will be limited until a long-term plan is in place.

- Pursue the opportunity to construct/enhance campground opportunities at Enoch's Lake and Reservoir #1. The analysis will evaluate the ability to enlarge and develop more camping and potentially charging a fee for services
- Pursue opportunities to utilize the City's Colorado River water right to improve/expand the irrigation system
- Pursue the opportunity to adjudicate the effluent from Wastewater Treatment Facility