

# 2014 CITY COUNCIL GOAL STATEMENT



## MAINTAIN THE COMMUNITY'S POSITIVE MOMENTUM

Fruita has successfully developed an authentic small town feel. The community has a considerable level of pride in creating a welcoming atmosphere for all the neighborhoods (north and south) in the city. We have maintained our unique and independent community feeling. This positive momentum must continue forward. To do this, we need to ensure that Fruita is more than a bedroom community. Citizens need to be engaged and invested and take advantage of services that are offered here. We need to ensure we are providing services in Fruita and working with partners to have services provided here. Small town atmosphere means having retail, service, cultural, recreational and social activities be convenient and in town. Our 13,000 residents need to be engaged and invested in Fruita to ensure an informed public and to sustain the momentum going forward. A potential consideration may be creating a public information position to achieve these goals.

### ACTION STEPS:

Expand the current efforts by:

- ✓ Making progress on tourist-oriented marketing.
- ✓ Increasing the focus on citizen-oriented marketing. This will be a way to better engage our 13,000 residents and have them invest in Fruita and ensure that residents are aware of what is available and happening in Fruita. Consider:
  - Webcast City Council meetings
  - Increasing use of social media
  - Increasing traditional media
  - Increase branding efforts
  - Coffee with the Council events

## FISCAL SUSTAINABILITY

Maintaining the strong fiscal position of the City government that is resilient to future economic fluctuations is critical for the community.

### ACTION STEPS:

- ✓ Adopt budget policies that maintain a sustainable financial plan that will be appropriate for both operations and capital improvements of the city government.
- ✓ Review the fiscal implications of the city's development policies and other policies to ensure they are improving the fiscal sustainability of the community.



## **KEEP THE CORE FUNCTIONS OF GOVERNMENT STRONG**

Perform the core functions of government with a high level of expertise. This means we need to work to maintain and improve existing infrastructure, facilities, and levels of service. This will take a commitment to recruiting and retaining high quality staff.

- Staff development will remain critical. As the complexities of operations increase, the amount of training will need to increase.
- A compensation structure needs to be in place that allows for the best possible talent to be recruited and retained.
- Increased staffing levels will be required as infrastructure and demands for service continue to increase.

### **ACTION STEP:**

- ✓ Update the staffing plan to include total compensation analysis, analyze promotional opportunities, and market analysis among other critical indicators.

## **ECONOMIC DEVELOPMENT**

Continue to work to improve the prosperity of the community by utilizing high quality economic development strategies.

- Work to expand grocery shopping opportunities.
- Promote potential in Greenway Business Park.
- Consider more pro-active, robust economic development policies such as incentives and subsidies to attract new businesses and industries.
- Promote high quality development along riverfront.

### **ACTION STEPS:**

- ✓ Provide data to City Market and lead the continued evaluation of closing Plum St. or other alternatives that would allow for a building expansion.
- ✓ Work with GJEP to develop an effective marketing plan for the Greenway Business Park.
- ✓ Create a long-term master plan for the lagoon property (and other city-owned property).



## **WORK WITH KEY COMMUNITY PARTNERS TO ENSURE SERVICES ARE AVAILABLE IN FRUITA AND COMMUNITY ANCHORS ARE BUILT**

Community anchors are things/concepts/services that make Fruita funky, cool and a productive community. They enhance our small town atmosphere.

- Continue to invest in downtown development. The plan should follow the direction outlined in the recent downtown assessment, the streetscape plan and with direction from the broad interest of downtown stakeholders. The effort needs to be invested in by business owners and property owners such that it includes bricks and mortar type improvements, but more importantly business relationship development that strengthens the business environment.
- Work to create a Museum/Math and Science Center/Zoo Complex: This opportunity provides a good chance to create an anchor for the Kokopelli area.
- Recognize that the Chamber of Commerce is a cornerstone of business development. Work with the Chamber of Commerce such that they can provide leadership and high quality feedback to the City from the business community. Work to strengthen the Fruita Chamber of Commerce by partnering with them to increase coordination with local businesses. Ask the Chamber to help develop a critical level of consensus from businesses to evaluate business development and other business oriented ideas.
- Work with COPMOBA and the BLM to develop more mountain single track trails near Fruita. Understand that these organizations are critical to becoming the trails capital of the world.
- Mesa County needs to continue to provide services such as Motor Vehicle, Health Department, Human Services, and Road and Bridge directly in Fruita. The partnership in public safety, road infrastructure, trails, and other projects is critical.
- Have the Downtown Board and Arts and Culture Board work together to create more public art opportunities.
- Strongly support Family Health West by recognizing their importance to the community and encourage their sustainability in Fruita.

### **ACTION STEPS:**

- ✓ Work with the Downtown Advisory Board to generate a broad consensus of the many downtown stakeholders for physical improvements, relationship/organizational improvements, promotional improvements and improvements to services provided.
- ✓ Work with the stakeholders to undertake a financial feasibility study (market analysis) to ensure the success of Museum/Math and Science Center/Zoo Complex.
- ✓ Work with Chamber of Commerce to develop and set a realistic set of expectations for their involvement in business development.
- ✓ Work with COPMOBA to identify future single trail locations, assist them through the permitting process and assist with funding the construction.
- ✓ Allocate budget funding for more public art.



## TRAILS DEVELOPMENT

Continue down the path of becoming the trails capital of the world by building trails within the City and on federal land near the City. Connectivity of the trails inside and outside the City will be critical.

- Generate more trail development of all kinds by establishing more healthy partnerships with: 1) BLM, 2) Colorado National Monument, 3) COPMOBA and 4) Mesa County.
- Create trail connections from the City limits to 18 Road and Kokopelli Areas.
- Open McInnis Canyons to bikes.
- Ensure that we are inclusive of all of Fruita's neighborhoods and work to connect all the neighborhoods to generate a community feeling.
- Improve non-motorized connections between north of I-70 and south of I-70.

### ACTION STEPS:

- ✓ Work with COPMOBA to identify future single trail locations, assist them through the permitting process and assist with funding the construction.
- ✓ Improve the pedestrian/bike connection on the Hwy 340 Bridge.
- ✓ Consider using different surface applications to highlight bike lanes and connectivity.
- ✓ Complete the Little Salt Wash Trail.

## PROJECTS

### • ANALYZE WATER RESOURCES

#### ACTION STEPS:

- ✓ Undertake a cost/benefit analysis of maintaining current water resources on Pinion Mesa and identify options for moving forward that are fiscally sustainable. Undertake a cost benefit analysis/feasibility analysis on how to better utilize the 25 cfs Colorado River water right.
- ✓ Study the potential implementation of a storm water/drainage/flood control utility fee to be implemented in Fruita for Fruita-specific projects.
- ✓ Explore adjudication of the Wastewater Treatment Plant water right.

### • ANALYZE STORM DRAINAGE/FLOODING ISSUES

#### ACTION STEPS:

- ✓ Analyze the pros and cons of a potential fee vs. adopting an ordinance that would set a standard of maintenance for land adjacent to the washes that would allow for increased enforcement.

### • ANALYZE POTENTIAL IMPROVEMENTS TO ATMOSPHERE

#### ACTION STEPS:

- ✓ Work with the Colorado Center for Community Development to develop a conceptual plan for beautification of entrances to the community.
- ✓ Investigate a common consumption liquor license ordinance as a way to increase activity in certain business areas of the community.