

**TOWN OF MINTURN, COLORADO
RESOLUTION NO. 14 – SERIES 2018**

**A RESOLUTION TO APPROVE THE TOWN OF MINTURN
STRATEGIC PLAN FOR THE PERIOD 2018-2020.**

WHEREAS, The Minturn Town Council has reviewed and recommends approval of the Town of Minturn 2018-2020 Strategic Plan; and,


WHEREAS, The Town Council encourages annual review and update of the Town of Minturn Strategic Plan on a bi-annual basis.

**NOW THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF
THE TOWN OF MINTURN, COLORADO:**

1. The Minturn Town Council hereby approves the Town of Minturn Strategic Plan for the period 2018-2020 as documented in Attachment A of this Resolution.

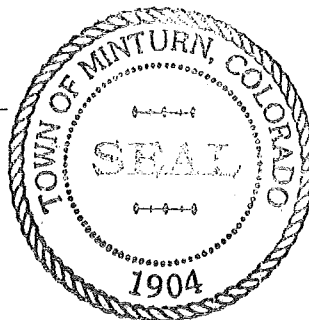
INTRODUCED, READ, APPROVED, ADOPTED AND RESOLVED this 5th day of September, 2018

TOWN OF MINTURN

By: 
Mayor

ATTEST:


Town Clerk



TOWN OF MINTURN
2018 – 2020
STRATEGIC PLAN



Adopted by the Minturn Town Council

Resolution 14, Series 2018

September 5, 2018

STRATEGIC PLAN PURPOSE

The purpose of the Strategic Plan is to provide a cumulative roadmap for achieving the vision of the Minturn Community Plan. The 2018-20 Strategic Plan is the first Strategic Plan created by the Town and will set the tone for all forthcoming action items. With the Council and staff embarking on the first strategic plan, an emphasis toward foundational work will be a consistent theme throughout this first Strategic Plan.

The Strategic Plan is designed to work in coordination with the town budget and will be reviewed by the Council every year to adjust for changes as needed. Once approved, the Council and Minturn community will have the general outline for the work expected over the planning period.

The Strategic Plan will ensure that strategies and activities undertaken by the Town are consistent with the vision and values set forth by the Town Council and Minturn community. This plan will strive to achieve the following:

- Clearly communicate with the community the goals and objectives of the town over the next two years
- Establish a 2-year planning period and provide the platform for an ongoing discussion between the staff, Council and community regarding direction of the Town
- Identify challenges and opportunities expected to arise during the planning period and propose specific goals to address these issues
- Give a framework for town staff to set measurable objectives and timelines for execution

STRATEGIC PLAN SUMMARY

Since its inception in 1904, Minturn has been a resilient and proud mountain town that full-time, working-class residents call home. With the closing of the Gilman mine and the decommissioning of the rail-lines, **Minturn has new opportunity within the mountain resort economy.** Today, **having an ideal location as a valley-wide intersection,** Minturn embraces the “basecamp position” geographically within the Eagle County region.

Core to Minturn’s values is **its strong identity as a small mountain-town community.** In the Colorado Rockies, sandwiched between two world-class resorts, this value requires maintaining **principles** and a **desire to lead by example.** Through a **willingness to confront issues** while **maintaining high standards in following the public process,** Minturn will work to stay true to this core value.

The Town is committed to providing a respectful and responsive government that follows a solutions-based approach rooted in the municipal code. To sustain community **trust,** we strive to follow a consistent **public process** in all areas of the municipal government.

Town of Minturn staff and elected officials will **support activities outlined in this strategic plan and work toward sustaining a great mountain town** by taking a **proactive approach** to municipal government. With an **engaged community** and a **safe, family-friendly environment,** Minturn endeavors to remain one of the **last great mountain towns.**

STRATEGIC PLAN VISION STATEMENT

“Lead Minturn to long-term viability while preserving its unique character and genuine mountain town community”

From the Vision Statement, four key strategies are identified to guide the Town efforts:

- Practice fair, transparent and communicative local government
- Long-term stewardship of the natural beauty and health of Minturn’s environment
- Sustain and invest in the things that define Minturn as a proud, sturdy mountain town to “keep Minturn Minturn”
- Advance decisions/projects/initiatives that expand future opportunity and viability for Minturn

STRATEGIC PLAN FISCAL YEARS 2018 - 20

PRACTICE FAIR, TRANSPARENT AND COMMUNICATIVE LOCAL GOVERNMENT

The Town will seek to make informed, data-based decisions with a standard of “doing it right.” With an honest approach to all aspects of local government and a focus on the public process, the Town Council and staff are committed to serving Minturn with the honesty and integrity expected of a small-town government.

STRATEGIES

- Execute the process of updating the Community Plan through a comprehensive public engagement process.
- Promote the Minturn monthly newsletter as a communication tool.
 - Utilize staff and Council email signatures for sign-up and link access.
- Support code enforcement through communicative educational pieces to the public for a variety of community-wide issues such as:
 - 30’ river setback to protect and rehabilitate the natural environment and riparian area.
 - Verification of design review plans prior to issuing Certificate of Occupancy.
- Rollout of a new, more user-friendly website (combining Minturn.org and gominturn.com), that makes finding information quicker and simpler for our residents, guests and businesses, as well as making it simpler for town staff to post and update accurate information in a timely manner.
- Host quarterly Economic Development Advisory Committee (EDAC) meetings to continually update and follow through on the Economic Development Strategic Plan, as well as share that information in follow up meetings such as the Small Business Support meeting.
- Also evaluate the frequency and format of the Small Business Support Meeting – should this occur quarterly following EDAC meetings?
- Commit to the monthly “Minturn Matters” community sessions by Town Council

STRATEGIC PLAN FISCAL YEARS 2018 - 20

LONG-TERM STEWARDSHIP OF THE NATURAL BEAUTY AND HEALTH OF MINTURN'S ENVIRONMENT

Minturn will work to become a leader in advancing renewable and sustainable initiatives. With a forward-thinking approach and focus on environmental stewardship the town can responsibly utilize the remaining developable land in the Minturn valley.

STRATEGIES

- Create a Comprehensive Land Plan to outline and then communicate the future goals of the community.
- Execute the Minturn Energy Action Plan.
- Rollout of a new, more user-friendly website (combining Minturn.org and gominturn.com), that makes finding information quicker and simpler for our residents and businesses, as well as making it simpler for town staff to post and update accurate information in a timely manner.
- Adopt the 2015 International Building Code with amendments and consistently update on a three-year cycle.
- Protect the view corridor through policy implementation and 1041 regulations.
- Support the continued EPA efforts toward clean-up of the Eagle Mine Superfund Site.
- Incorporate "Firewise" guidelines in building and site-planning practice
- Incorporate low impact development (LID) standards for landscape site design into development requirements

STRATEGIC PLAN FISCAL YEARS 2018 - 20

SUSTAIN AND INVEST IN THE THINGS THAT DEFINE MINTURN AS A PROUD, STURDY MOUNTAIN TOWN TO “KEEP MINTURN MINTURN”

Minturn strongly values its full-time resident community. Founded by the working-class, the town continues to emphasize the local’s experience and quality of life. To maintain the character of Minturn and its ability to transcend time, the community must continually make strides to emphasize the working class.

STRATEGIES

- Adopt and Implement an Attainable Housing Policy through assistance from Eagle County Government and a third-party consultant following a public engagement process.
- Update the Design Review Guidelines to better reflect the vision of the downtown area.
- Complete the Minturn Municipal Code Chapter 16 rewrite for better communication regarding code expectations across all zoning areas.
- Invest in the “community character” elements such as holiday festivities, with the help of community champions.
- Enhance existing community events through additional marketing efforts and creatively utilizing our local resources, as well as explore possible new events that fit our brand.
- Create / develop a Town of Minturn “tagline” / slogan which helps define who we are and can be used in marketing and PR efforts.
- Investigate methods to preserve and protect historic structures
- Enforce ordinances aimed at maintaining the health, safety, welfare and aesthetic of the town – snow, trash, nuisance abatement and zoning/land use
- Attract essential services necessary to form a “complete” community such as – grocery, pharmacy, hardware store, movie theatre
- Investigate opportunities for the development of playgrounds and parks

STRATEGIC PLAN FISCAL YEARS 2018 - 20

ADVANCE DECISIONS/PROJECTS/INITIATIVES THAT EXPAND FUTURE OPPORTUNITY AND VIABILITY FOR MINTURN

The ability for Minturn to approach development as resilient, sustainable, creative and diverse will allow the town to continue embracing what has “made Minturn, Minturn.” The town can further leverage its crossroads location as a valley-wide benefit and competitive advantage.

STRATEGIES

- Complete execution of the 2016 Economic Development Strategic Plan.
- Secure Dowd Junction as a revenue-generating location while maintaining public access to Meadow Mountain and encouraging regional transit.
- Outline next steps and framework for executing Minturn’s water production and distribution improvements.
- Develop a Capital Improvement Plan prioritizing upgrades to existing infrastructure including roads, water and storm water drainage and pedestrian/bicycle amenities
- Rollout of a basic, but professional PR and marketing campaign to assist town staff in new and creative ways to market our town as the “non-resort” / “true Colorado” mountain town in between Vail and Beaver Creek – and draw more day visitors to us for events, dining / shopping, and enjoying all the activities available here.
- Work closely with local business to engage them in partnership marketing opportunities with the Town, thereby helping to share costs and get more “bang for our buck” regarding marketing and advertising efforts.