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**AGENDA
CITY OF OURAY
COMMUNITY PLAN UPDATE
STEERING COMMITTEE MEETING**

San Juan Room – Ouray Community Center – 320 6th Avenue
November 28, 2018 - 6:00 pm

- 1. Overall Community Vision**
- 2. Theme Vision Statements**
- 3. Other Matters**
- 4. Adjourn**

Three or more members of the Ouray City Council or Planning Commission may attend this meeting.

Overall Vision

Ouray maintains a rugged, independent and passionate community spirit that is friendly and accepting. Children and adults thrive in a creative, vibrant and resilient city with exceptional quality of life, recreation opportunities and education. The community proudly maintains and improves its remarkable family oriented, innovative small town feel while retaining its historic, high alpine identity set in the stunning beauty and nature of the San Juan Mountains.

Theme Vision Statements

- 1. Parks and Recreation.** Ouray is the Outdoor Recreation Capital of Colorado with diverse and exciting recreational opportunities within walking distance of every front door. [Parks and Recreation Committee reviewed and approved this statement.]
- 2. Tourism.** Ouray tourism is community led and in balance with the carrying capacity and small town character of the city, with tourism diversified and spread out throughout the year.

From OTO: Ouray is a world-class, sustainable mountain destination, where visitors enhance the year-round economic vitality of Ouray by engaging in authentic experiences that reflect our community values, history and environment.

See definition of sustainable tourism below.

- 3. Economic Development.** Ouray is an economically relevant, vibrant, resilient and diverse community.
From CEDC: Ouray continues to connect its economy to the Southwest Region striving to remain relevant, vibrant, resilient and diverse as a member of the greater regional economic community. Our aim is to develop our economy to represent best practices in Tourism, Local Entrepreneurship, Outdoor Recreation and Business-Municipal partnership to achieve year round sustainability.
- 4. Infrastructure.** Ouray delivers creative and realistic solutions for infrastructure including, water, sewer, streets, and technology to meet the community's desired level of improvement.
- 5. Housing.** Ouray supplies needed housing opportunities throughout the city as the foundation to the vibrant community.
- 6. Land Use.** Ouray maintains its small town, and unique high alpine and historic character while allowing for growth as envisioned by the City, and per the IGA with balanced mix of land uses.
- 7. Heritage and Historic Resources.** Ouray retains and preserves its outstanding historic resources as a cornerstone of community character and pride, and celebrates its rich history and culture.
- 8. Arts.** Ouray encourages and supports the arts as an essential component of a colorful, enlightened and creative community.

9. **Childhood Development and Lifelong Education.** Ouray proudly supports a high achieving Ouray School and new lifelong learning in traditional educational areas, community or vocational colleges, and adventure based learning. [Waiting for School District revisions].
10. **Government.** The City of Ouray provides responsive governance to meet the basic needs of all its citizens and guests, with responsible and capital planning to ensure adequate infrastructure; annual capital improvements to update and modernize the city's infrastructure; responsive governance that is based on a passion of customer service; and sound fiscal policies where spending is in line with anticipated revenues.
11. **Natural Environment.** Ouray celebrates, protects and improves the beauty and health of the natural environment while ensuring geologic hazards are avoided or mitigated appropriately.
12. **Community Health.** Ouray embraces healthy community planning and infrastructure improvements to improve and protect the health of its residents and visitors.
13. **Energy.** Ouray is moving towards energy independence with significant advances in the use of geothermal, solar, hydro power and other alternative energy resources.
14. **Transportation.** Ouray supports and provides mass transit, pedestrian, bicycle, vehicular transportation systems in the city, in the county and in the region.
15. **Sustainability.** Ouray is a sustainable community with a healthy, resilient and vibrant economy; a healthy environment; and healthy and happy citizens living within the community. [This may not be a theme in the plan but instead woven into the Plan since it touches on almost every theme.]

“Sustainable tourism [is] tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.”