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

San Juan Room – Ouray Community Center – 320 6<sup>th</sup> Avenue  
September 26, 2018 - 6:00 pm

- 1. Steering Committee Group Photo for Community Plan Update Webpage**
- 2. Call to Order**
- 3. Community Survey Update**
- 4. Future Steering Committee Meeting Topics/Themes**
- 5. Community Vision Statements Discussion**
- 6. Other Matters**
- 7. Adjourn**

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

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TO: Community Plan Update Steering Committee  
FROM: Chris Hawkins, Community Development Coordinator  
DATE: September 19, 2018  
SUBJECT: Initial Vision Statement Discussion

### **Current Vision Statement**

The current 2004 Community Plan has the following vision statement for the City of Ouray:

“Ouray is a **family-oriented** city with a **strong sense of community** and **pride in its history**. It enjoys a **high quality environment, natural beauty and resources, historic character, social diversity** and **active community involvement**. Its residents want to ensure that **these unique attributes not be jeopardized**, and that **development and growth** occur in a manner that **protects and preserves Ouray's assets**.

Ouray's residents recognize the need for a **balanced and diverse economy**. They want to **maintain** the current qualities that make **Ouray a desirable place to live, work, play, and raise a family**, while **enhancing its public facilities and services**.

The citizens of Ouray wish to provide for **orderly and managed growth** with respect for the **capacity and quality of the natural environment**, to **improve and expand community functions and services**, and to **protect and enhance the historic character** and the **quality of life in Ouray**.”

Key words in the current vision statement are emphasized in order to try and boil down the vision statement to key community assets and qualities as follows:

1. Family-oriented;
2. Strong sense of community;
3. Historic pride;
4. High quality environment;
5. Natural beauty;
6. Natural resources;
7. Historic character;
8. Preserve the unique community assets listed in 1-7;
9. Provide for orderly growth, development, and economic development that protects the community assets; and
10. Enhance the city's public facilities and services.

Staff thought it would be useful to compare the 2004 vision statement to the prior 1993 Community Plan to see what had changed in approximately 10 years leading up to the 2004 plan. It appears that the 2004 vision statement was based on the original 1993 Community Plan with the following showing a redline comparison of the two statements:

Ouray is a family-oriented city with a strong sense of community and pride in its history. It enjoys a high quality environment, natural beauty and resources, historic character, social diversity and active community involvement. Its residents want to ensure that ~~those~~these unique attributes not be jeopardized, and that development and growth occur in a manner that protects and preserves Ouray's assets.

Ouray's residents recognize the need for a balanced and diverse economy. They want to maintain the current qualities that make Ouray a desirable ~~and affordable~~ place to live, work, play, and raise a family, while enhancing its public facilities and services.

The citizens of Ouray wish to provide for orderly and managed growth with respect for the capacity and quality of the natural environment, to improve and expand community functions and services, and to protect and enhance the historic character and the quality of life in Ouray.

It is interesting that the biggest change between the 2004 and 1993 vision statements is that the concept of affordable was removed in 2004.

### **New Vision Statements**

The new Community Plan will continue to have an Overall Vision Statement like the 1993 and 2004 plans. It should also have vision statements for each theme that relate to the overall vision. The vision statements should relate to the key issues that have been and will be identified in the Community Plan Update process. Vision statements should identify where the community wants to be in 10 to 15 years, with value statements and qualitative statements relating to this desired end vision. So our primary goal for the September 26<sup>th</sup> meeting will be to try and develop an Overall Vision Statement of where the community wants to be in 10 to 15 years. Secondly, we may also start work on the vision statements for the current plan themes if we can get consensus on the initial, draft Overall Vision Statement.

A vision statement is ideally one to two sentences that succinctly states the desired end goal for the community in an interesting, compelling and communicative manner. Vision statements should be aspirational and not actionable. The vision statement should clearly articulate the communities' hopes and dreams for the future it wants. Vision statements should also define the communities' core values and assets. So to this end, the Steering Committee will develop a list of community core values and assets, community issues and work towards creating an overall vision. The draft Overall Vision Statement and individual theme vision statements will then be presented to the community at a future vision statement open house and meeting for review and refinement, with adjustments throughout the plan update process.

Staff will prepare a list of community issues, assets, qualities and values expressed to date in the stakeholder interviews, and also from the surveys submitted to date, and present such to the Steering Committee next week for discussion and development of an overall vision and theme vision statements if time allows.



