

## **Town Management & Branch Heads**

**Bruce Nickerson**, Town Manager

**Carissa Medina**, Town Clerk

**David Montgomery**, Police Chief

**Pascale Pring**, Director of Corporate Services

## **Purpose of the Policy Statement**

The purpose of the Policy Statement is to provide a comprehensive overview of the Mayor and Board of Trustees long-term vision as it relates to the community. With that said, the Statement seeks to paint a conceptual framework of the Board's policy recommendations and positions that underscore the notion of sustainability, an idea that stands at the forefront of community development.

For instance, the Policy Statement threads the idea of a master narrative, which captures an overarching community vision, with other fundamental core values that are integral to maintaining quality services, smart growth, and effective leadership. As a result, this document is a tool that preserves Firestone's reputation of forward-thinking policy while demonstrating the strategic planning efforts and stewardship of the Board of Trustees.

To that end, the Policy Statement is meant to be referenced and updated by current and future Members of the Board. It should continue to reflect the long-term vision of the community and serve as a guide when reviewing and determining policy.



## **Board of Trustee Policy Statement**

### **Town Board of Trustees:**

Mayor Paul Sorensen

John Damsma

George Heath

Samantha Meiring

Drew Peterson

Bobbi Sindelar

Doug Sharp

# **BOARD POLICY STATEMENT**

## **MASTER NARRATIVE**

The master narrative is perhaps the most important component of this document in that it frames the Board's vision for the future of Firestone. Part of that vision must entail a plan for not only shaping Firestone's community, but also developing Firestone's regional presence. Keeping this in mind, the master narrative is a tool that sets the precedent for future Members of the Board, residents, and developers alike to reference when determining the trajectory of Firestone's evolution. For that reason, the Board refers to this section to define its overall philosophy and policy based on the following:

- Detailed comprehensive master plan, including: infrastructure definition; zoning; infill; flexible market needs; financial incentives; criteria for growth impacts; incubation of infrastructure to stimulate desired growth; subarea planning (e.g. corridor planning, Old Town, Gateway); and concept planning/models;
- Regional planning for comprehensive standalone community - e.g. housing, retail, employment, quality of life, and recreation;
- Partnerships with State park, County, and developers – e.g. align partnerships to develop St. Vrain River corridor;
- Tourism;
- Short-term and long-term vision; and
- Central Park planning and development.

## **FINANCIAL**

The Board feels that the financial health of the organization should be transparent and responsive to the needs of the entire community. Albeit the budget process is cyclic in nature and appears to be a rudimentary task of the Board, it is one of its core responsibilities that necessitates a substantial amount of time and careful consideration. As such, the Board approaches the Town's finances in a deliberate manner that respects the citizens and sustains the quality services that the Town is known for. The Board therefore establishes financial policies within the purview of:

- Balance – e.g. flexible to needs and resources; cycle of forecasting, measuring and review;
- Sustainability – e.g. priority based long-term planning; diversification of funding options (fees, grants, and partnerships); and steady state of in-flows and out-flows; and
- Transparency – e.g. compressed, succinct budget summary; and accessible and comprehensive executive financial summary.

## **QUALITY OF LIFE**

The Board of Trustees takes pride in its community and believes that the quality of life in Firestone is essential to providing citizens and visitors with an excellent experience. Therefore, the Board defines its long-term vision on the quality of life in Firestone on the following criteria:

- Community pride;
- Safety;
- Education;
- Access to health care;
- Places to worship;
- Community center/facilities;
- Interconnectivity – e.g. parks, trails, biking, sidewalks;
- Multigenerational amenities – e.g. housing, services;
- Active lifestyle opportunities – e.g. parks, trails, recreation, open space, sports programming;
- Sustainability;
- Entertainment – e.g. retail/shopping, family activities; and
- Community-building events and outreach.

## **BUSINESS ENVIRONMENT**

One of the main priorities of the Board is to maintain a business friendly environment that continues to build a strong economic base. For example, the Board maintains a focus on creating a competitive incentive program that invites primary employers to the area. In addition, the Board relies on other factors to establish a long-term vision for its business environment, such as supporting partnerships, both public and private, and encouraging business diversity. This, in turn, also speaks to the larger picture of sustainability and reinforces the Board's desire to develop the business environment by determining policy based on:

- Becoming destination driven;
- Business friendly – e.g. incentives, schedules, staying proactive;
- Partnerships – e.g. incubators; public and private partnership; anchor businesses; business diversity (warehouse, storefront, industrial);
- Primary employment development – e.g. tech employment park;
- Attract higher-paying jobs;
- Transparency – e.g. fee structure; and
- Create secondary education/vocational training opportunities.

## **WATER/RESOURCES/INFRASTRUCTURE**

In order to sustain a strong organization, the Board believes in investing in the Town's water, parks, and streets infrastructure, thereby capitalizing on its resources and contributing to the community's overall structural development. As a result, the Board of Trustees reviews the Town's policy regarding water/resources/infrastructure by considering the following:

- Have contingency plans in place;
- Water portfolio diversity, including recreational opportunities, efficiency, conservation, low impact, drought tolerant, water treatment plant/delivery;
- Developing a potable and non-potable infrastructure;
- Telecommunication development, including private and public partnerships;
- Public transportation; and
- Overall efficiencies within the organization and community.

## **COMMUNITY RELATIONS**

The Board believes in collaborating with the community and other governmental entities in order to form valuable relationships that support the Town's long-term vision. In addition, the Board understands that Firestone relies on the interconnections within the community to provide important services to its citizens, and, for that reason, the Board considers policy concerning community relations crucial to development. Therefore, the Board reviews community relations policy within the scope of:

- Intergovernmental relations with such entities as the County; State, neighboring communities; and water, sanitation, fire, school and recreation districts;
- External and internal community outreach efforts;
- Community driven;
- Recreation district enhancements/opportunities;
- Carbon Valley Recreation and Frederick Firestone Fire Protection District partnerships; and
- Participation in regional organizations, committees, coalitions and boards such as the Colorado Municipal League and Denver Regional Council of Governments.