



**Economic Development Advisory Committee
Regular Meeting Agenda
Fraser Town Hall, 153 Fraser Avenue and Virtually
Tuesday, June 22, 2021
9:00 AM- 11:00 AM**

NOTE: Times are approximate and agenda subject to change

Virtual Meeting Information

<https://us02web.zoom.us/j/2590408013>

Meeting ID:259 040 8013

Phone 1-346-248-7799

1. **Roll Call**
2. **Approval Of Agenda**
3. **Consent Agenda**
 - a. Minutes April 27, 2021
Documents:
[EDACM 2021-04-27.Pdf](#)
4. **Discussion Items**
 - a. Main Street Program Strategic Plan
Documents:
[DRAFT Fraser Strategy Map.pdf](#)
 - b. Update On Business Conditions And Challenges
 - c. Support Existing Business And Attract New Business
 - d. Parking Challenges
5. **Other Business**
6. **Future Agenda Items**
7. **Adjourn**

Members of the Fraser Board of Trustees may attend this meeting.

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MINUTES**

DATE: Tuesday, April 27th, 2021
MEETING: Economic Development Committee Meeting
PLACE: Fraser Town Hall Board Room

PRESENT

Board: Barry Young, Deb Buhayar, Tara Rose, Paula Stewart, Kelsey Young,

Staff: Marketing and Communications Manager, Sarah Wieck;

1. **Regular Meeting:** Roll Call

Barry called the meeting to order at 9:05 a.m.

2. **Approval of Agenda:**

Paula moved, and kelsey seconded the **motion** to approve the Agenda. **Motion carried: 5-0.**

3. **Consent Agenda:**

a) Minutes – February 23rd 2021

Deb moved, and Paula seconded the **motion** to consent agenda. **Motion carried: 5-0.**

4. **Discussion**

- a) Fraser Valley Arts Update
- b) Mural Festival
- c) Colorado Mainstreet Program
- d) Mural Park
- e) Economic inducements for grand park and vicious cycle brewery

5. **Open Forum:**

6. **Other Business:**

7. **Future Agenda Items**

- a) Housing
- b) Fraser identity
- c) What's the focus of the group

Deb moved, and Kelsey seconded the **motion** to adjourn. **Motion carried: 5-0.** Meeting adjourned at 10:13 a.m.



2021

MAIN STREET PROGRAM STRATEGIC PLAN

VISION: Enhance Fraser Main Street and promote Fraser as a base camp for rejuvenating body & spirit



MISSION: Serve as the catalyst for community-based revitalization that embraces Fraser's unique identity and encourages visitors and residents to stay, gather and explore

Economic Vitality → Design → Promotion → Organization

Main Street Four Points Strategy for Community Transformation



COLORADO
Department of Local Affairs
Division of Local Government

Transformation Strategies

Create a unifying aesthetic and theme that expresses the character/identity of Fraser to connect our community and honor our history

ACTIONS

- Engage with appropriate stakeholders to determine the brand/image for Fraser that reflects the unique attributes and characteristics of the community
- Engage design support to develop the Fraser brand
- Develop a Fraser Gateway, wayfinding and signage plan and identify Fraser Main Street Base Camps (3 centralized park and walk points)
- Identify & place public art in key locations to identify different base camps (sasquatch, yak, llama, alpaca)
- Partner with the Town to identify & install a unified streetscape for Main street (lighting, street furniture, flags/banners, landscape, respite areas, hanging baskets)
- Integrate and promote Fraser's history into design elements

Serve as a collaborative resource for existing and potential businesses to promote the benefits and value of Main Street revitalization

ACTIONS

- Provide a centralized web site to identify and promote properties available in the Fraser Main Street area
- Conduct a Market Assessment for the Fraser Main Street area (*pursue DOLA Technical Assistance Grant*)
- Coordinate with the Town & ED Board to identify economic development incentives to attract business
- Leverage town development, rehabilitation activities and projects to showcase the energy, investment and character of the Main Street Area. Marketing tool to attract new businesses
 - Cozen Ranch Open Space Implementation
 - Fraser River Corridor
 - Mural Park
 - Church of What's Happening Now
 - Camber Brewery
- Encourage year-round and day/night business operations to create foot traffic, activity along Main Street
- Coordinate directly with businesses to promote activities and events, and to cultivate business partnerships –create connectivity to Fraser Base camp “kiosks” with QR codes, etc.
 - Develop a map/directory to identify and promote businesses
 - Create a calendar of events, for business and town events
- Support efforts in Fraser's Strategic Plan to expand and diversify local housing options