

TOWN OF MINTURN

2023 - 2025

STRATEGIC PLAN



2018-20 Strategic Plan Adopted by the Minturn Town Council

09/05/2018 Resolution 14, Series 2018

Amended by the Minturn Town Council

07/01/2019 Resolution 27, Series 2019 – Vision Statement

07/01/2020 Resolution 20, Series 2020 – True North Statement

2021-23 Strategic Plan Adopted by the Minturn Town Council

10/21/2021 Resolution 28 - Series 2020

2023-25 Strategic Plan Adopted by the Minturn Town Council

01/04/2023 Resolution 02 – Series 2023

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 2023-25 Strategic Plan is the continuation of the first Strategic Plan created by the Town in 2018 and will set the tone for all forthcoming action items. With the Council and staff making continuous progress, an emphasis toward foundational work will be a consistent theme throughout this 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 growth and other issues** while **maintaining high standards in following the public process**, Minturn will work to stay true to this core values.

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**.

MISSION STATEMENT

“In collaboration with our community, foster the authentic small-town character that is Minturn”

VISION STATEMENT

“Preserve Minturn’s long-term viability, 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

TRUE NORTH STATEMENT

*“Leverage Minturn’s assets to benefit and maintain our funky, proud, uniquely classic mountain town where people grow roots through creating opportunities and community engagement.”**

**Keeping in mind we are Minturn*

STRATEGIC PLAN FISCAL YEARS 2023 - 2025

PRACTICE FAIR, TRANSPARENT AND COMMUNICATIVE LOCAL GOVERNMENT

The Town will seek to make [ethical](#), [informed](#), [data-based decisions](#). With a focus on the [public process](#), the Town Council and staff are committed to serving Minturn with the honesty and integrity in all aspects of local government.

STRATEGIES

- Support code enforcement through heartwarming messages of community togetherness
 - Wildlife protection and safety
- Commit to quarterly “Minturn Matters” community sessions by Town Council
- Utilize neighborhood-specific email blasts where able (this requires residents to sign up)
- Commit to semi-annual door hanger notices updating residents and businesses of seasonal changes in town operations, events, Council highlights and more
- Encourage resident sign-up to the EC Alert system

STRATEGIC PLAN FISCAL YEARS 2023 - 2025

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

- Incorporate “Firewise” guidelines in building and site-planning requirements
- Zero waste Minturn Market by 2023
- Commit to a 3-yr building code adoption cycle
 - Adopt 2021 building codes by 2023
- Work to advance renewable and sustainable initiatives
- If funding permits – support the installation of additional dog waste stations
- Implement Minturn’s 3–5-year Wildfire Mitigation Plan
- Implement Minturn’s waterwise landscaping regulations and initiatives

STRATEGIC PLAN FISCAL YEARS 2023 - 2025

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 residents** and welcomes **diversity**.

STRATEGIES

- Funding permitting - Complete the Minturn Municipal Code Chapter 16 rewrite for better communication regarding code expectations across all zoning areas
- Implement the 2022 Community Plan short-term goals and strategies while continuing to refine prioritization of medium- and long-term goals and strategies as funding allows
- Funding permitting - Complete an in-house update to the 2010 Minturn Three Mile Plan for Annexation
- Consider a Downtown Development Authority or similar entity to support implementation of downtown development and economic goals
- Apply for grants to support funding of the Minturn Water CIP
- Facilitate the creation and implementation of design guidelines for historic structures
- Create a clear and definable process for building permit applications and construction process guidelines
- Support local events through third party organizations
- Work with Visioning Committee to improve and grow the Minturn Market

STRATEGIC PLAN FISCAL YEARS 2023 - 2025

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 destination recreation location as a valley-wide benefit and **competitive advantage**.

STRATEGIES

- Continue implementation of Minturn’s Water Capital Improvement Plan
- In conjunction with the 2022 Community Plan, develop a Capital Improvement Plan prioritizing upgrades to existing infrastructure including roads, public buildings, storm water drainage and pedestrian/bicycle amenities
- Encourage all modes of connectivity
- As part of the CTO Reimagine Destinations Program, Develop a Minturn / Red Cliff Outdoor Recreation Guide / Visitor Guide
- Participate / work closely with the Top of the Rockies Scenic Byway Committee to better utilize the byway for marketing and funding opportunities