

**TOWN COUNCIL**  
**GOAL SETTING STATEMENT**  
**Adopted March 16, 2015**

The Snowmass Village Town Council has identified a number of larger policy objectives to work toward in the next several years including themes of practicality, (w)holistic approaches, and fiscal responsibility. The Town Council reaffirmed the community aspiration statement to (among many things) be the leading multi-season, family oriented, inclusive mountain resort community. Essentially we are aiming to be that sticky, juicy, funky place that people want to be a part of. The Council identified the following goals as specific areas of emphasis to help reach these ideas:

**SUSTAINABILITY WILL REMAIN AN OVERARCHING PRINCIPLE THAT WILL GUIDE TOWN PROJECTS**

- Take steps to start the required update of the Comprehensive Plan.
- Create a Parks, Open Space, and Trails Plan.
- Set economically sustainable levels of town services the community can expect at different times of the year while ensuring the Town's on-going revenues can meet on-going expenses. To sustain proper service levels it is understood that it is vital to be able to recruit and retain the best talent possible for the town organization.
- It is understood that Snowmass Village is located in a beautiful natural environment. We will remain committed to ensuring that the natural environment is protected and sensitively integrated into the Community. It is agreed that environmental sustainability is critical to the future of Snowmass Village and will be worked toward.

**TAKE THE NECESSARY STEPS TO IMPROVE THE OVERALL CONNECTIVITY OF THE COMMUNITY**

- While there are many needs and approaches to improving community connectivity, the highest priority should go to improving pedestrian connections across Brush Creek Road.
- Identify opportunities for both hard surface and soft surface trails to improve connectivity.
- Understanding our multi-nodal community, identify opportunities to invest in infrastructure such as transit solutions, bridges, underpasses, sidewalks, people movers (including the Skittles), improved parking or other ideas that can better connect the commercial nodes and residential areas.
- In addition to physical connectivity, the Council recognizes that creating emotional connectivity to the community is critical as well. At least one way to do this is to continue to embrace and enhance the commitment to the goal of being family friendly.

## **BROADLY EVALUATE THE TOWN'S CAPITAL NEEDS AND MAKE STRATEGIC IMPROVEMENTS IN INFRASTRUCTURE**

- Develop a capital improvement program that prioritizes projects/investments and offers recommendations for funding approaches.
- Evaluate Town owned physical assets (such as the numbered lots, 7 Star, Town Park, Rodeo Lot, Parcel C Bus Storage, open space, Draw Parcel, the Point Site, the School Site and others) and calculate/create/understand the opportunities they provide that can address community needs.

## **ASSESS THE FUTURE NEEDS/ DESIRED OUTCOMES OF HOUSING PROGRAM**

- The Town Council acknowledges and embraces the absolute importance of the Town's housing program. Now that the program is over 30 years old, the Council would like to evaluate whether the core mission of the program should extend beyond workforce housing to include opportunities for people to age in place and to be used as a tool to build a more engaged, year-round population. We will explore these ideas and opportunities with our regional partners and be open to public/private partnership solutions.

## **COMMENCE AN ECONOMIC DEVELOPMENT STRATEGY THAT WILL ENHANCE THE COMMUNITY, NOT JUST GROW IT**

- Explore the Town's potential role in prospective public/private partnerships.
- Find innovative and appropriate methods to support local entrepreneurs and to otherwise stimulate the private sector to provide desired services.
- Determine methods to improve the vitality of the West Village (the Mall) and the Center.
- Work to maximize existing assets, private and public, to increase the number of guests that visit Snowmass Village.

## **IMPROVE THE TOWN'S COMMUNICATION WITH THE COMMUNITY**

- There is a clear understanding that communication requires as much listening as putting out information. The Town needs to continue to improve our opportunities to listen to the public.
- Improved communications should entail strengthening our partnerships with the County, Aspen, Aspen Ski Company, Anderson Ranch, community treasures, other local governments and other critical entities.
- Find ways to more actively engage the Town's Boards and Commissions in effective projects and decision making processes.

## **UNDERTAKE A PRAGMATIC EXAMINATION OF PRESERVING AND SUSTAINING THE TOWN'S ICONIC TREASURES, INCLUDING:**

- Jazz Aspen Snowmass
- Snowmass Discovery
- Krabloonik
- Our western heritage, including the Summer Rodeo
- Trails
- Snowmass Mountain