

Planning Commission Application

02/22/2026 7:23 AM (MST)



Full Name Sherri Booth

Are you an Erie resident? Yes

Are you under the age of eighteen? No

Are you currently serving on the commission you are applying for? Yes

Home Address [REDACTED]

Email [REDACTED]

Primary Phone Number [REDACTED]

Employer Meritrust Credit Union

Job Title/Occupation Growth Analytics

Have you ever been employed by the Town of Erie? No

Do you work for or own a company that does business with the Town of Erie? No

What is your highest level of education completed? Bachelors Degree

Why are you interested in serving on the Planning Commission and what specific talents or expertise do you bring if appointed?

I believe it is essential that citizens play an active role in their community and I want to ensure my continued contribution and voice to the long-term growth of Erie and the decision-making process. My interest began years ago as a rapid increase in development was occurring. Planning and Land Use (managed growth) really sparked my curiosity which led me down the path of serving on the Planning Commission.

I come with nearly four years of experience on the Planning Commission, which includes the development of the Comprehensive Plan (also selected to participate on the PAC), providing recommendations to Town Council regarding proposed land uses, zoning, development applications and related items, as well as UDC updates. Through this process, I have also become familiar with Oil & Gas regulations, our Housing Assessment, Transportation & Mobility Plan and Sustainability Plan.

Over the course of these four years, I have had the opportunity to work with staff and legal, continue to be an engaged listener, furthering my knowledge and understanding of local issues, ordinances and codes, and continue to be fair and open-minded while being prepared for scheduled meetings.

Prior to serving, I have given myself the title of "quiet" participant in local

government. Because of my curiosity, I have watched most Town Council meetings since 2010, which gives me a vast amount of history regarding the direction of the town and leadership over the years.

Have you served on another board/commission in an advisory capacity? If so, please describe the board and what made serving in that capacity a good experience? What were the major concerns or issues?

I am currently on the Planning Commission and is a position I am proud to serve. The experience has been both rewarding and challenging. In the beginning there was an immediate learning curve that I had to overcome which I have done through staff, my fellow commissioners and a frequent review of Town Codes, Zoning Maps and the Comprehensive Plan. This learning is on-going.

My time on the commission has been a great experience and a learning opportunity. I have learned the specifics of planning and zoning in the context of our community, have a greater understanding of citizen concerns and get to serve and work with other members of the community with similar vested interests. One of the major issues we tackled was the Comprehensive Plan which brought on many challenges. We were able to complete the plan which eventually was approved by the Board of Trustees at the time.

Please describe a situation where you were working with a small group and disagreed with the direction of the project, what did you do? What was the result?

These situations occur both in my professional life as well as a Planning Commissioner, and the approach is similar. It is important to focus on the problem and avoid outside noise. I often find that data-driven support and open communication is a good approach. Disagreements should be addressed professionally where the group can move towards resolution. Finding common ground, look at and propose alternatives if viable and compromise when necessary. In 2025, the Planning Commission had several items that came before us that did not have all of us on the same page during deliberations. With thoughtful communication and consideration of all perspectives, the commission has generally been able to agree on recommendations before sending them on for approval.

If you were appointed, what goals would you like to see accomplished on this board or commission?

If re-appointed, I would like the Planning Commission to maintain the Comprehensive Plan and any updates pertaining to, balance our development with public sentiment, encourage infrastructure for commercial development, and ensure community engagement in long-range planning. I am also an advocate (and have been) of working with Town Council to determine if the Planning Commission duties can expand to alleviate all that Town Council is responsible for. I look forward to joint sessions where this can be addressed.

What do you think are the most important planning and land use issues facing Erie? What insights could you bring to the Commission's deliberations and recommendations?

Erie has faced rapid growth, but housing won't pay the way forever. In order to pay for what we have to maintain, it will be important to shift the focus towards commercial development to bring in that tax revenue stream. I also believe water will be a challenge that we will need to address in the context of additional development.

Please read and agree with the following statement

I certify that the facts and statements contained in this Board and Commission Application are true and correct.

I further understand that false statements shall be sufficient cause for rejection of this application.

I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.

I understand that falsification, omission or misrepresentation will result in a rejection of this application. Any falsification, omission or representation is evidence of perjury in the second degree.

If I become a Board or Commission member with the Town, this form is valid for the period of my term with the Town and the crime records may be updated periodically at the discretion of the Town.

I understand that this application is considered a public record and subject to the Colorado Open Records Act.

I Agree Yes

If appointed to the Planning Commission, I agree to follow the Erie Municipal Code, the Comprehensive Plan, and other applicable laws. Yes

All board and commission members must follow the rules and regulations in the Erie Municipal Code as well as the Town's policies related to harassment, anti-violence, and technology use. Yes

Acknowledgement Signature

A handwritten signature in black ink, appearing to read "BOTH" with a horizontal line extending to the right from the end of the word.