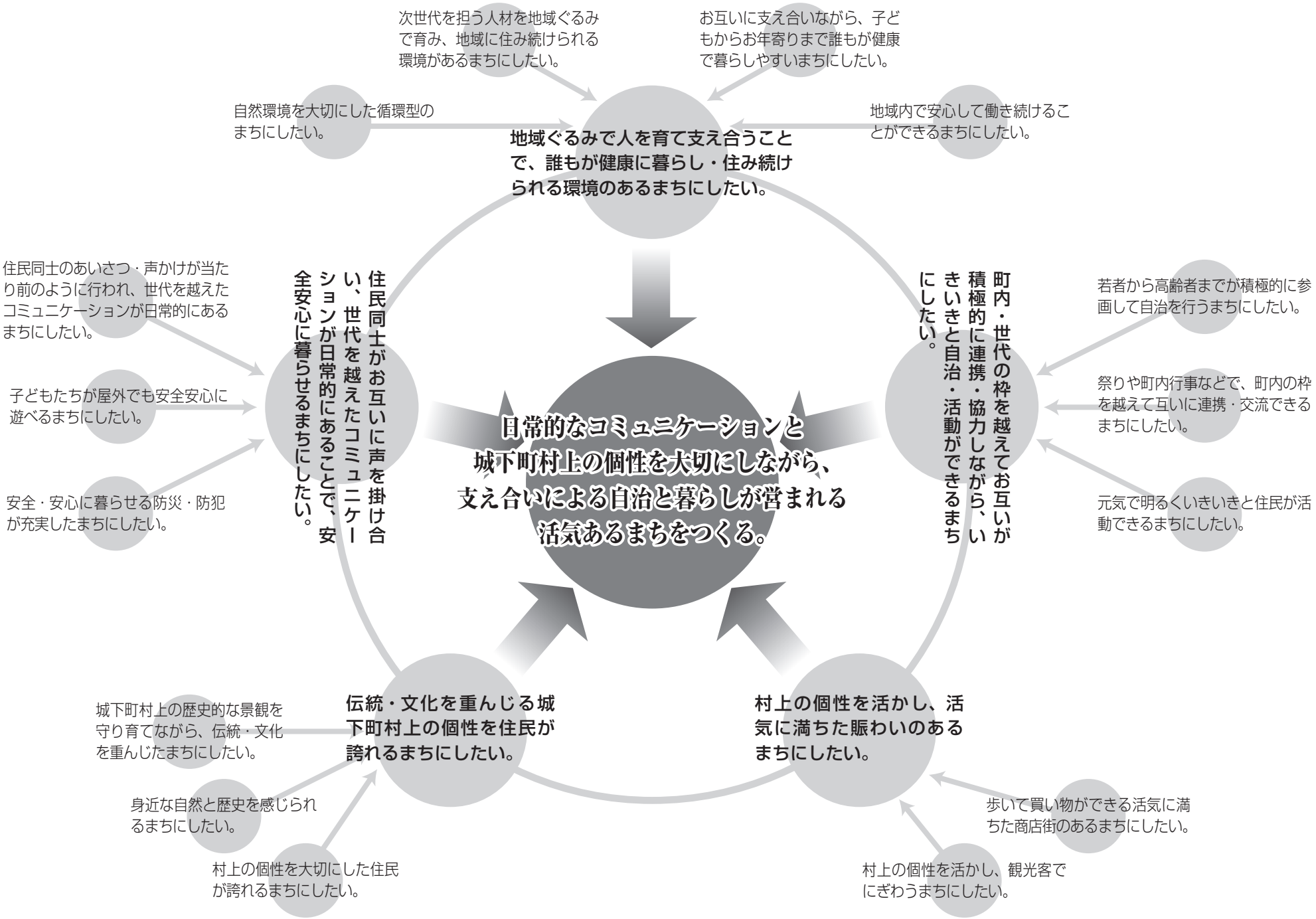村上地域・まちづくりの理念（案）