

**FRUITA CITY COUNCIL MEETING  
MARCH 4, 2025  
7:00 P.M.**

**1. CALL TO ORDER AND ROLL CALL**

Mayor Breman called the regular meeting of the Fruita City Council to order at 7:00 p.m. The meeting was held both in person and with virtual access provided through Zoom.

**Present:**

Mayor Matthew Breman  
City Councilor Jeannine Purser  
City Councilor Rich Parrish  
City Councilor Andrea Downs  
City Councilor Amy Miller  
City Councilor James Williams

**Excused Absent:**

Mayor Pro Tem Aaron Hancey

**City Staff Present:**

City Manager Shannon Vassen  
Executive Assistant to the City Manager Kaydee Lucero  
Finance Director Joe Zaher  
City Clerk Deb Woods  
Planning and Development Director Dan Caris  
City Planner Henry Hemphill  
Engineering Project Manager Steve Martinez  
Parks and Recreation Director Marc Mancuso  
Chief of Police Dave Krouse

**Also Present:**

Members of the public (in person and virtually)

**2. MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE**

Mayor Breman called for a moment of silence for reflection. He then led the Pledge of Allegiance.

**3. AGENDA - ADOPT/AMEND**

- **COUNCILOR MILLER MOVED TO APPROVE THE AGENDA AS PRESENTED. COUNCILOR PURSER SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

**4. PROCLAMATIONS AND PRESENTATIONS**

**A. PRESENTATION – FRUITA YOUTH ACTION COUNCIL 2024 HIGHLIGHTS AND 2025 GOALS**

Abby Talley, Junior at Fruita Monument High School, and two other board members (Dahlia, freshman at Williamsburg Academy of Colorado and Taylor Smith from Caprock Academy) were in attendance to present who the Fruita Youth Action Council (FYAC) is and what they've been up to lately.

FYAC is a group of students in 6<sup>th</sup> Grade through 12<sup>th</sup> Grade who really want to help make a difference in their impact in the Fruita community. Talley said the board's main functions are to volunteer for community-run events, be a voice of the youth to the community and to provide input on decisions to help the community make the best decisions for youth.

Some projects of the FYAC include:

- Basketball Tournament
- Canned food drive (donated to the Food Bank of the Rockies)
- Angel Tree (presents for young kids donated through the Salvation Army)
- Splash Bash
- Trunk & Treat
- Cookies & Claus
- Sweetheart Run
- Movie Nights in the Park
- Night at the FCC
- Clothespins for Valentine's Day
- Thoughtful Thursday (the board has an inspirational quote every Thursday that they post on Instagram)

Future Plans of the FYAC include:

- Gaining a larger social media presence within the Fruita area
- Growing FYAC's presence with younger kids to get them more involved in the community and to build an expectation for the future of FYAC as the kids get older.

Councilor Purser said that she's never seen such an ambitious and inspiring group of people as the members of the FYAC and asked them to say something about being in the process of recruiting for more board members. Ms. Talley explained that throughout March and into April, the FYAC's recruitment process is open when they get out informational flyers to the middle school through 12<sup>th</sup> Grade age group. The FYAC currently has twelve members, but they have room for a total of twenty members.

Councilor Miller noted that the Livability Commission has talked about inviting the FYAC to Livability Commission meetings and the possibility of collaborating with them because the Commission doesn't have any young people's perspectives. She asked the FYAC to keep an open mind about potential future discussions.

Councilor Williams asked the FYAC members if there was anything the Council could do to help them. They had no requests of the Council, but Councilor Williams told them that if they thought of anything, to step up and ask because the Council will be there to support them.

## **5. PUBLIC PARTICIPATION AND CONSENT AGENDA**

### **PUBLIC COMMENT:**

**Amanda Quigley, 1311 E. Carolina, Fruita, CO** stated that defining protected waters can be complicated, so she looked to the defining resources for clarification. She said that Justice Alito delivered an opinion on Sackett v. The Environmental Protection Agency (EPA) 2023, which said in part,

*“This case concerns a nagging question about the outer reaches of the Clean Water Act, the principal federal law regulating water pollution in the United States. By all accounts, the act has been a great success. Before enactment in 1972, many of the nation’s rivers, lakes and streams were severely polluted and existing federal legislation had proved to be inadequate. Today, many formerly fetid bodies of water are safe for the use and enjoyment of the people of this country. There is, however, an unfortunate footnote in the success story: the outer boundaries of the Act’s geographical reach have been uncertain from the start. The Act applies to the waters of the United States, but what does that phrase mean? Does the term encompass any backyard that is soggy enough for some minimum period of time? Does it reach mudflats, sandflats, wetflats, sloughs, prairie, potholes, wet meadows or playa lakes? What about ditches, swimming pools, puddles? For more than half a century, the Asian Sea’s been responsible for enforcing the Act, have wrestled with the problem and adopted varying interpretations. On three prior occasions, this court has tried to clarify the meaning of ‘the waters of the United States,’ but the problem persists. When we last addressed the question 17 years ago, we were unable to agree on an opinion of the court. Today, we return to the problem and attempt to identify with greater clarity, what the Act means by ‘the waters of the United States.’”*

*“The waters of the United States” are defined by the Clean Water Act, which is 33 U.S.C. § 1251. On October 29, 2023, the U.S. Environmental Protection Agency issued a final rule to amend the final revised definition of “waters of the United States” to conform with Sackett II, so 33 U.S.C. § 1344 expressly exempts the maintenance of drainage ditches from the Clean Water Act’s dredge and fill permitting requirements. It specifically exempts lands for the purpose of construction or maintenance, a farm or stock ponds, irrigation ditches or the maintenance of drainage ditches. The state of Colorado is also currently in the process of defining state waters. Under the current draft, it states ‘an authorization is not required for the discharge of dredged or fill material into the following types of waters and such a discharge is not otherwise prohibited or regulated under this Section.’ All portions of ditches and canals are excavated on the upland and convey water or wastewater (C.R.S. §25-8-103 (19)).”*

Ms. Quigley encouraged the Council members to read EPA Report 662-74-084, which is called, “The Evaluation of Drainage for Salinity in the Grand Valley.” It highlights the importance of the establishment of drainage ditches to decrease salinity and save the farms of the Grand Valley.

Hearing no further public comment, Mayor Breman closed Public Participation and referred the City Council to the Consent Agenda.

- A. MINUTES – A REQUEST TO APPROVE THE MINUTES OF JANUARY 16, 2025 – SPECIAL CITY COUNCIL MEETING**
- B. MINUTES – A REQUEST TO APPROVE THE MINUTES OF JANUARY 21, 2025 – REGULAR CITY COUNCIL MEETING**
- C. MINUTES – A REQUEST TO APPROVE THE MINUTES OF JANUARY 28, 2025 – CITY COUNCIL WORKSHOP MEETING**
- D. ORDINANCE 2025-07 – FIRST READING – AN INTRODUCTION OF AN ORDINANCE APPROVING A LEASE OF THE BILLBOARD LOCATED ADJACENT TO I-70 TO THE LOWER VALLEY HOSPITAL ASSOCIATION FOR A TWO-YEAR TERM FOR PUBLIC HEARING ON MARCH 18, 2025**

Councilor Parrish requested to remove Item. #D (The First Reading of Ordinance 2025-07 - Approving the lease of the City's I-70 billboard to Family Health West) from the Consent Agenda for further discussion. He reported that Fruita Tourism Advisory Council (FTAC) members would like present their perspective on and alternate idea for the billboard before the lease with Family Health West is renewed. The Mayor confirmed that the agenda item would be moved from the Consent Agenda to the Section following the City Manager's Report.

- **COUNCILOR WILLIAMS MOVED TO APPROVE THE CONSENT AGENDA AS AMENDED. COUNCILOR MILLER SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

## **6. PUBLIC HEARINGS AND ACTION ITEMS**

### **A. LEGISLATIVE PUBLIC HEARING – ORDINANCE 2025-02 – SECOND READING – A REQUEST TO APPROVE AN ORDINANCE AMENDING CHAPTER 10.04 OF THE FRUITA MUNICIPAL CODE REGARDING THE MODEL TRAFFIC CODE (CONTINUED FROM FEBRUARY 4, 2025) – CITY MANAGER SHANNON VASSEN**

City Manager Shannon Vassen provided staff's presentation. He explained that the Ordinance before the Council was an amendment to the City's current Municipal Code to bring the City's traffic laws and regulations up to date and to conform with statewide laws and regulations.

Vassen's presentation included a timeline for the Ordinance, which was initially presented by staff at the August 2024 Council Workshop meeting when the Council directed staff to proceed with the update. There was a First Reading at the Regular Council meeting of December 17, 2024 and a Second Reading at the Regular Council meeting of January 21, 2025. At that time, the Council had a few concerns with certain Sections of the updated Model Traffic Code, so the public hearing was continued to February 4, 2025. In order to meet public noticing requirements, staff had to continue the hearing once more to March 4, 2025 (this meeting). In order to address its initial concerns, the Council directed staff to amend certain language in the Code to meet local needs.

Vassen reviewed the non-local and latest 2024 Model Traffic Code amendments as well as the additions and deletions that Council had directed staff to include in the update. The latter includes the following:

1. In Section 801, language was added to allow Fruita Police Officers to use their own discretion in deciding what constitutes a "hazard" in the roadways while still allowing for safe activities.
2. In Section 1205, the act of washing a car was removed while other environmentally hazardous actions remained in the text.

Vassen also cited the reasons for adopting the 2024 Model Traffic Code as:

- Technological advancements (electric scooters, automated vehicle technology and mobile device use)
- Enhanced safety (addresses new vulnerable road users and emerging vehicle types)
- Legal compliance (aligns local Ordinances with state and federal regulations and minimizes discrepancies between local and state law)

It was staff's recommendation that the City Council adopt Ordinance 2025-02 as presented.

Mayor Breman opened the public hearing. Hearing no public input, he closed public participation and brought the matter back before Council.

Councilor Miller asked for confirmation that the Fruita Police Department was on board with the two changes that Council directed staff to incorporate into the Model Traffic Code and Vassen noted that Fruita Police Chief Dave Krouse was present in the audience. Mayor Breman noted for the record that Chief Krouse indicated his agreement to the changes with a thumbs up.

- **COUNCILOR MILLER MOVED TO APPROVE ORDINANCE 2025-02 – SECOND READING – AN ORDINANCE AMENDING CHAPTER 10.04 OF THE FRUITA MUNICIPAL CODE REGARDING THE 2024 MODEL TRAFFIC CODE AS PRESENTED. COUNCILOR PARRISH SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

## **7. ADMINISTRATIVE AGENDA**

### **A. COMMUNITY SURVEY – FINAL REVIEW OF THE DISCUSSION ON THE 2025 COMMUNITY SURVEY – *CITY MANAGER SHANNON VASSEN***

City Manager Shannon Vassen stated that this agenda item was for a final review of the Community Survey, which will be sent out to all households in Fruita as early as the following week if Council and staff are able to finalize it. The Community Survey helps the City with its decision making, strategic planning, annual Budget creation and operational plans for the next three or four years and is a very important process for the City.

Vassen pointed out that the draft Community Survey was sent to Council the previous week, after which he received comments from Mayor Breman, Mayor Pro Tem Hancey and Councilor Purser. Staff was able to incorporate all of the changes but still had two questions that were left outstanding and include:

- Clarification on one of the tourism-related questions
- Whether or not to add questions regarding growth

Vassen said he wanted to stop there and let Council add anything else they wanted to the Community Survey that may have not been emailed to him ahead of time.

Councilor Purser requested a change to Question #1 to make it more open and welcoming to people of all races and backgrounds. In order to accomplish this, she suggested changing the language to read, “where racist beliefs are not tolerated.” Vassen said that could be updated and that staff also changed a word to “fairly” for the rest of the questions (not reflected in the draft that was included in the Council packet).

Mayor Breman asked for clarification on Question #22. Vassen pointed out the fact that Fruita is pretty well-known for mountain biking, which had been discussed at a Workshop meeting. The question originally read, “Fruita has been known for its mountain biking opportunities. What else do you think Fruita is known for?” Vassen stated that there had been a request to slightly change that wording to, “What do you think Fruita should be known for?” Councilor Williams requested that there be two to three lines of space for people to write in their answer to that question. Vassen confirmed that staff would request that.

Vassen noted that the final question was whether the Council wanted to add any questions specifically about growth. Councilor Purser said that was her question, so Councilor Miller asked her what it meant

and how the question should look. Vassen stated that he had emailed a couple of examples to the City's consultant (ETC Institute), who did not get back to him on it yet. The examples that Councilor Purser brought up were:

1. Do you think that the current growth is in alignment with the City's values?
2. Something that captures the real truth about annexation on the outskirts of the City

Councilor Purser said that she was not sure those two statements really reflect the values of Fruita and that they were leading questions. She added that she wants to know what the community thinks and that it's really important to understand what the hopes of the Fruita community are. She thought the Council could be missing an opportunity to learn about the issue of growth if it isn't addressed in a more specific way. Mayor Breman suggested the language, "as the City continues to grow..." Councilor Purser called that a leading question and said she didn't think it reflects the values of a very large portion of the Fruita community.

Councilor Miller said it would be hard to shape the question out of such a broad topic.

Vassen pointed out that staff had already drafted a few questions regarding how much affordable or attainable housing people feel Fruita has and whether they feel there is enough diversity in housing as well.

Mayor Breman stated that it is inevitable that Fruita is going to grow.

Vassen suggested the possibility of asking residents the following about their perceptions of the rate of growth: "How would you describe the overall growth of your community?" There could be multiple choice answers such as "rapid," "moderate," "slow" or "stagnant." Vassen added that there could be a follow-up question such as, "How would you describe your feelings about Fruita's growth?" with answers such as "positive," "negative," "neutral" or "I don't know." Councilor Purser said she thought those were good questions for the survey.

Mayor Breman suggested the question, "How should the City balance people's desire to live in Fruita with the needs of the community?"

Councilor Purser said she was in favor of the language suggested by Vassen because she thinks the values would help to quantify the answers.

Vassen noted that the third question could just be an open-ended question if people want to leave comments on growth in general. He stated that staff had enough direction from Council and that he would send them a final draft soon. He also noted that the overall survey had been shortened in order to encourage participation.

Vassen advised that the anonymous results of the Community Survey should be available to present to Council in either May or June.

Councilor Purser recalled that the Council had also discussed the idea of being able to capture all ages of the people in the household.

The Council also discussed how the City has the option of establishing post-survey focus groups of five to ten people based on the results.

Mayor Breman wondered if the City could provide incentives for participation in the Community Survey and Mr. Vassen said that ETC Institute does provide a chance for people to win a \$500 gift card. He added that staff will send out a mailer and there will be an article in the City Link and notifications on the City's social media accounts.

**B. OVERVIEW OF UPCOMING BUILDING CODE ADOPTION – *PLANNING & DEVELOPMENT (COMMUNITY DEVELOPMENT) DIRECTOR DAN CARIS***

Planning & Development Director Dan Caris noted that the City's Building Official, Mike Mossburg, was in attendance to help present this agenda item to City Council. He explained that when the Building Codes are adopted (like the Model Traffic Code), they will be "adopted by reference" and that a big part of the process is a lot of industry preparedness for the Homebuilders Association and Contractors Association to make sure that they are well aware of the changes that are forthcoming.

The Energy Conservation Code was adopted in 2018 in Fruita, which was a big endeavor for the building community. Staff hopes to curtail any concerns that Council might have by stressing the nuances of the Codes that are going to be updated.

Mr. Caris continued that one of the reasons for Building Codes is safety utilizing a set of minimum standards. In 2019, the City of Fruita worked with Mesa County's Advisory Committee, which is a set of builders, contractors and developers, to establish a united front regarding the Codes that will be proposed for updates. Mesa County passed Ordinance 008D on February 25, 2025, but it will not be effective until September of 2025 and Mr. Caris said Fruita City staff were trying to meet that deadline.

Building Official Mike Mossburg said that the Building Codes are generated by the International Code Council, but they are kind of a "one-size-fits-all," so local jurisdictions must modify them to be geared toward local conditions. He said the updates are done every six years.

Mossburg stated that many of the changes were driven by "cleaning up" the Code to some degree such as free-standing swimming pools, for which the Code calls for a 24-inch depth, and staff doesn't want to try to enforce something that's very impractical for the public. There are other things along the same lines and staff is trying to make those more palatable for builders, the public, homeowners and whoever else may be involved in a project so that they are not creating ridiculous burdens in some way. Mossburg explained that City staff and Building Officials can make their own decisions when the Code is not "black and white."

Mossburg said he and Planning staff were also trying to make Fruita's Building Codes more "Western Slope-oriented," but sometimes they struggle with (for example) the 2018 Energy Code, which was mandated by the State of Colorado. The state is generating a Code of their own that will be implemented in January of 2026, but the City of Fruita will be adopting the 2021 Building Codes to be more aligned with the county and state. Mossburg said it should work much better for the building public and homeowners as well.

Mossburg noted that there will be some fee adjustments for increases from \$35 to \$50, \$45 to \$60 and \$100 to \$150. Councilor Parrish asked if staff had received input from builders and developers on all the changes. Mossburg responded that he has reviewed them with Mesa County's Building Advisory Board and other staff and builders, but the fees don't affect the builders as much because the changes are so minor. He explained that Fruita will not be changing the full Building Permit Fee Schedule or Valuation Tables at this time. Councilor Parrish asked for confirmation that the changes Fruita will be making will be consistent with what is happening with Mesa County and Mr. Mossburg confirmed that to be true.

Mayor Breman asked whether City staff will still have the opportunity to continue to amend the Building Codes for Fruita and Mossburg responded yes, and that one of the changes is an improvement that is unique to Fruita. Councilor Parrish asked staff to make sure to highlight the differences between Mesa County and what Fruita adopts. Mossburg provided an example of how the Building Code requires Building Permits, but in Fruita, when there's both a house and an Accessory Dwelling Unit (ADU) being built, the City of Fruita will just issue one permit even though they are separate structures while Mesa County wants one permit for each structure. In other words, the City of Fruita has the discretion to use the Code as a tool to make it work better for the public. Mossburg assured the Council that staff would highlight the differences when it comes time for adoption of the Building Codes.

Mayor Breman asked if there will be opportunities for local builders to provide input moving forward. Mossburg said staff will be reaching out to the Homebuilder's Association to go over the changes, but they've already heard what Mesa County is doing and if anything, Fruita will be a little bit less restrictive on some items.

Councilor Williams recalled how Mr. Mossburg had said there would be increases in fees and asked if those would also be in line with Mesa County's and the state's fees. Mossburg stated that the City of Fruita will be doing pretty much the same thing that Mesa County is doing.

Mr. Caris noted that if the City were to ever change the actual fees themselves, there would have to be a separate Resolution and public process for that; it would not be part of the Building Codes adoption. He said he understood Councilor Parrish's request for a breakdown of the changes between the 2018 and 2024 Building Codes and how that relates to what Mesa County is doing. It will be part of the presentation for the First Reading of the Ordinance with the final adoption of it by this coming September.

**C. ORDINANCE 2025-07 – FIRST READING – AN INTRODUCTION OF AN ORDINANCE APPROVING A LEASE OF THE BILLBOARD LOCATED ADJACENT TO I-70 TO THE LOWER VALLEY HOSPITAL ASSOCIATION FOR A TWO-YEAR TERM FOR PUBLIC HEARING ON MARCH 18, 2025 (REMOVED FROM THE CONSENT AGENDA BY COUNCILOR PARRISH)**

Councilor Parrish reiterated that prior to his appointment as a Council Liaison to the Fruita Tourism Advisory Council (FTAC), the board members indicated that they have wanted access to or control of the City-owned I-70 billboard for some time now but couldn't because the billboard has been under a Lease Agreement with Family Health West (FHW).

He said the FTAC sees the billboard as a tool in promoting tourism to the community due to its visibility coming into the City of Fruita from I-70. The FTAC would like to give City Council a presentation about alternative ways of funding or replacing that source of funding whether it be through sponsorships or other things, but they feel that it is important to utilize that billboard for the benefit of the City and community rather than just one private entity.

Councilor Williams said he recalled when he was a Liaison on the FTAC, the board talked about the billboard and he thought there was an agreement with FHW that the billboard was going to be used for tourism.

City Manager Shannon Vassen explained that one of the challenges that comes with the billboard is that staff has to work with the Colorado Department of Transportation (CDOT) to do anything to it. The City has made a lot of improvements to the billboard over the last four or five years such as replacing the wood



and adding new lights, but under the City's existing permit, the City is only allowed to make changes to 49% of the total billboard at one time.

Vassen further explained that the old billboard used to have banners on the bottom of it that advertised special events and back in 2020, the City actually included in the Budget the purchase of an electronic sign to be placed on the bottom of the billboard so that it could easily be changed by staff. It was pulled from the 2020 Budget right when the pandemic hit and those types of funds were placed into Contingency Accounts due to the uncertain economic impacts of COVID-19 and the matter hasn't been revisited since.

Vassen continued that under the City's current permit, the City is allowed to advertise things like special events on the banner across the bottom of the sign while the rest of it can be used by the FTAC or FHW or some other entity.

Vassen pointed out that the purpose of the First Reading of Ordinances is to introduce the Ordinance to City Council, who then considers staff's recommendation to publish the public hearing (Second Reading) of the Ordinance.

Vassen stated that if the FTAC wants to present or give staff or Council Parrish a statement to present, staff could schedule that with the intention of giving FHW the opportunity to present to Council as well.

Mayor Breman asked if there was a deadline for the City to approve the Ordinance. Vassen said that the City's current lease expires March 31<sup>st</sup>.

Vassen noted that the FTAC has a Special Meeting scheduled for the following week and that board members are hoping to hear back from FHW and for a win-win situation.

Mayor Breman directed staff to put a continued discussion about the billboard on the agenda for the next Workshop Meeting of March 25, 2025 for the entities to present and then Council could discuss what next to do. Councilor Williams asked staff to provide evidence about what the sign looks like so that Council could incorporate that into the conversation.

Vassen noted that the Council had an additional Workshop scheduled for March 18<sup>th</sup>, but that is when the Council and staff will tour the Fruita Middle School. On the March 25<sup>th</sup> Workshop agenda, there will also be a lengthy discussion about Fruita Middle School, a short-term rental revision, a follow-up on concealed carry, and an overview of the City's Emergency Operations Plan, which was requested by Council in November, but has been bumped due to the content of the prior Workshops.

Mayor Breman said he was okay with moving the concealed carry follow-up to another agenda and putting the billboard presentations and discussion on the March Workshop agenda instead. Many Council members concurred, although Councilor Purser argued for putting the billboard presentations and discussion on the March 18, 2025 Regular Council Meeting agenda. Mayor Breman took an informal poll of the Council members, the majority of which wanted to put the items on the March Workshop agenda.

Vassen pointed out that he didn't know if FHW will actually make a presentation or statement; staff is just going to provide them with the opportunity to prepare something ahead of time in writing. Mayor Breman thought the Council could incorporate a conversation with the FTAC about the Co-Op grain elevator banners and how the Council wants the entrances from both the east and west to look.

Councilor Parrish announced that the City's marketing firm, Barnhart, will be making a presentation to the FTAC on March 13<sup>th</sup>. They previously presented four concept ideas and the FTAC members decided on the one that they liked the best.

## 8. CITY MANAGER'S REPORT

City Manager Shannon Vassen listed the following upcoming events over the next several weeks and next month:

- Thursday, March 6<sup>th</sup> at 5:30 p.m. in the Council Chambers, the City will host an Open House on the Astera Recycling Plant Project. There will be a virtual presentation by the applicant for the recycling plant, who will also answer questions from residents and other interested parties. There will also be a site visit on Saturday, March 8<sup>th</sup>.
- The Pickleball Ribbon Cutting will be held on Tuesday, March 11<sup>th</sup> at 4:30 p.m. at the Fruita Community Center.
- He and Councilor Parrish will be hiking Dinosaur Hill on Wednesday, March 12<sup>th</sup> at 5:00 p.m. as part of the City Manager's engagement events.
- In two weeks, the Council will have a tour of the old Fruita Middle School building at 5:30 p.m. before the Regular Council meeting of March 18<sup>th</sup>. A discussion about the building is scheduled for the March 25<sup>th</sup> Workshop meeting.
- The Council will have a joint Town Hall with the Board of Mesa County Commissioners on April 15<sup>th</sup> in the Council Chambers at 7:00 p.m. Mayor Breman said he was a little surprised to learn that Fruita was expected to present at that meeting. Vassen said that usually, the City cancels the whole Regular Council meeting to hold the Town Hall with Mesa County instead. He added that staff would get clarification on the Commissioners' expectations. Councilor Purser stressed the importance of staying on issues that mainly affect only Fruita.
- Finally, at the March 18, 2025 Regular City Council meeting, there will be a Supplemental Budget Amendment going before the City Council. It is commonly done every year to roll over a lot of funds from the prior year on projects that were not finished. There are also new appropriations including funds for the Block Party trailer and funding out of the Scholarship Program for Parks and Recreation's new programming. Vassen said it will be a long list of appropriations, but staff will break them out by expense in the coversheet and in the Resolution.

There were no further reports from City Manager Shannon Vassen.

## 9. COUNCIL REPORTS AND ACTIONS

### **A. RESOLUTION 2025-12 – A RESOLUTION APPROVING THE MAYOR TO SEND A LETTER TO THE COLORADO GENERAL ASSEMBLY REQUESTING AMENDMENTS TO SENATE BILL 25-001**

Mayor Breman said that hopefully, all the Council members got a chance to review Resolution 2025-12 and asked if anyone had any questions or concerns about it, for which there were none.

- **COUNCILOR PURSER MOVED TO ADOPT RESOLUTION 2025-12 – SECOND READING – AUTHORIZING THE MAYOR TO SUBMIT A LETTER TO THE COLORADO GENERAL ASSEMBLY REQUESTING AMENDMENTS TO**

**SENATE BILL 25-001. COUNCILOR WILLIAMS SECONDED THE MOTION.  
THE MOTION PASSED WITH FIVE YES VOTES.**

**B. COUNCIL REPORTS AND ACTIONS**

COUNCILOR RICH PARRISH

Rich reiterated that the Fruita Tourism Advisory Council (FTAC) received Barnhart's presentation of four different marketing ideas and he thought the board members were very happy about the decision that they had made in choosing Barnhart because the change from the last marketing firm has been extreme and now there is even thinking "outside of the box."

The last two approaches had the whole FTAC laughing, smiling and being very happy, but they finally decided on one of them, so Barnhart will put together the whole campaign and how it will be introduced. There were some comments about incorporating Mike the Headless Chicken (MTHC) into the chosen campaign, which Rich said he thinks is very workable. He pointed out that the MTHC Festival is the one thing that is truly unique to Fruita and has been a part of the City for a very long time. James added that this will coincide well with the 25<sup>th</sup> Anniversary of the festival this year, which is going to be the biggest MTHC Festival the City has ever done. Rich said Barnhart has some very good ideas about how to utilize MTHC in the different media types and he thinks the other Council members will be very pleased when these ideas are presented to them.

Jeannine asked for a refresher on how autonomous the FTAC is with these type of decisions versus the board going before Council to obtain approval. Shannon stated that the FTAC is a recommending body to the City Council and in the past, the City Council sets the overall direction and then the FTAC makes those things happen with special event funding (mini grants) and a rebrand like the Barnhart campaign. Jeannine added that she wanted to clarify what the Council's role is in the City's marketing and promotions process. Rich responded that in addition to the decision on the ad campaign, the FTAC is working on a process for the mini grants that is more formalized and allows the applicants and the Council to make more structured decisions concerning how applications are rated. Shannon advised that the City Council is the final decision-making authority on all matters.

ANDREA DOWNS

Andrea reminded everyone that Coco Vino would be held on Friday, March 7<sup>th</sup>. Matthew asked how ticket sales were coming along and Andrea responded that the last time she heard, about half of the total tickets had been purchased. The Arts and Culture Board members expect a great turnout; all have tasks, energy and excitement about it. Matthew asked the Council members to share the event information on their social media accounts. Shannon pointed out that 77 out of 120 tickets had been sold as of the previous morning, March 3<sup>rd</sup>.

COUNCILOR AMY MILLER

Amy reported that she attended The Resource Center's tour and it was really interesting. There was a quick overview of their history, process, lessons they've learned, impact they've had and trust that they've earned in the community. They are now providing far more resources and connections than ever, historically speaking. Amy said she is really curious to see how things will end up.

Amy asked to whom City Council members should refer residents about non-working streetlights. Shannon responded that people should be referred to the City's Public Works Department, who then

contacts Xcel Energy. He added that staff has already contacted Xcel about the streetlight at 18 ½ and K Roads (if that was the one Amy was thinking of), but it takes Xcel awhile to get back to staff sometimes. Amy noted that a big part of the complaint was that nothing is communicated to the public and she thinks it would be a really great FAQ for the Weekly Information Update. Shannon said staff could definitely include that. Amy requested staff send her a link that she can share with people to direct them appropriately. Jeannine thought the comment sounded like the resident hadn't actually had a chance to talk to somebody at the City in person, but had left messages.

#### COUNCILOR JEANNINE PURSER

Jeannine recalled that several Council members attended the Boards and Commissions Mixer and it was really great and fun; there was a good turnout and some good connections made between board members. Matthew said it will be interesting to see how those quarterly meetings evolve in terms of not only building connections across Boards and Commissions, but also in terms of a joint focus on certain items and how to start incorporating that so that all the Boards and Commissions members can work towards "localism," which the Council determined was a priority.

Jeannine reported that there was a concerning incident that happened to a City Market employee in the parking lot involving hate speech. She said she wanted to bring awareness of it to all Council members and do whatever the Council can to stand up against it. Amy said she thought the responses were incredible and James said she hopes that the girl saw them. The Council talked about how hate speech does not align with who Fruita is, which Amy said was the resounding response. The Council discussed reaching out to both the employee and the manager at City Market and making Fruita's Inclusivity Proclamation as visible as possible.

#### COUNCILOR JAMES WILLIAMS

James noted that the Fruita Area Chamber of Commerce's Annual Banquet was coming up. Shannon said that the City ended up with two full tables, so staff went ahead and registered all Council members and their "plus one."

James recalled how Council members all get free memberships to the Fruita Community Center (FCC), and said no one really uses them because their family members aren't included. He thought the Council was going to revisit that to potentially update the policy for Council and all City staff and asked the other Council members if they had any interest in it, which they did. Matthew directed staff to place the matter on an upcoming Council Workshop agenda for further discussion and consideration. Matthew pointed out that taxes have to be paid on the memberships and asked staff to put together what those costs would be.

#### MAYOR MATTHEW BREMAN

Matthew noted that the Colorado Municipal League's (CML's) Annual Conference Registration was now open and Shannon had said the hotel rooms were gone within 20 minutes. Shannon said that he and one other person will have to stay offsite in rooms at another hotel down the road due to the host hotel getting sold out so quickly.

Matthew reported that the Fruita Academy will start again on April 2<sup>nd</sup> and asked if registration for it was full. Shannon advised that there are currently 28 students signed up for it.

Matthew said he is starting to copy in more Council members when sending email and stressed that it is better to call out a hard deadline than it is to say, "sometime this week."

Rich asked when the City Attorney's review would take place. Shannon stated that it is scheduled for the April 1<sup>st</sup> Regular Council meeting. Matthew added that he'd sent the questions to the Council members.

Matthew also said he spoke with Shannon about scheduling a check-in with Council members to make sure that Council is providing Shannon with support and what he needs.

#### **10. ADJOURN**

With no further business before the Council, Mayor Breman adjourned the meeting at 8:34 p.m.

Respectfully submitted,

Deb Woods  
Deputy City Clerk  
City of Fruita