



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL

FROM: DEPUTY CITY CLERK DEB WOODS FOR MAYOR KINCAID

DATE: MARCH 7, 2023

AGENDA TEXT: BOARDS AND COMMISSIONS REAPPOINTMENTS – A request to approve the reappointments of Kayla Bowers (Brown) to the Fruita Tourism Advisory Council (FTAC) as the Fruita Area Chamber of Commerce Liaison to the board for another three-year term to expire in March of 2026 and Kristy Driver for another three-year term to expire in March of 2026

BACKGROUND

The FTAC by-laws Section III.A (amended, passed and adopted by the City Council on April 17, 2018) state:

III. MEMBERSHIP

The Fruita Tourism Advisory Council shall consist of seven (7) members appointed by City Council. Composition of the committee will include **representatives of the lodging industry**, area attractions, retail businesses, **the Director of the Fruita Chamber of Commerce**, the City Council and other interested parties.

Fruita Area Chamber of Commerce Executive Director Kayla Bowers (Brown) was appointed to the FTAC as the board's Chamber Liaison in July of 2020 to fulfill an unexpired term plus an additional three-year term that expired in January of 2023. On February 13, 2023, she submitted her application to City staff to be reappointed to the FTAC as the Chamber's Liaison to the board.

FTAC member Kristy Driver was appointed to the board in March of 2020. Her term expires in March of 2023. Mrs. Driver submitted her application to be reappointed to the FTAC as a representative of the lodging industry on March 1, 2023.

Mayor Kincaid and Council Liaison to the FTAC James Williams recommend the following reappointments:

- Kayla Bowers (Brown) as the Fruita Chamber's liaison to the board for another three-year term to expire in March of 2026
- Kristy Driver as a as a representative of the lodging industry for another three-year term to expire in March of 2026

If Kayla Bowers (Brown) and Kristy Driver are reappointed, there will be one remaining regular member vacancy on the FTAC. Staff has advertised the vacancy on the City's website and Facebook page since July of 2022 and will continue to do so.

FISCAL IMPACT

N/A

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Boards and Commissions provide valuable input to the City and help establish goals and objectives. They provide a link between citizens of Fruita and city government.

OPTIONS AVAILABLE TO THE COUNCIL

1. Reappoint Kayla Bowers (Brown) to the Fruita Tourism Advisory Council for another three-year term to expire in March of 2026; and
2. Reappoint Kristy Driver to the Fruita Tourism Advisory Council for another three-year term to expire in March of 2026
3. Instruct staff to publish a notice of the vacancies and repeat the interview process.

RECOMMENDATION

It is the recommendation of Mayor Kincaid and Councilor Williams that the following reappointments be made:

- Kayla Bowers (Brown) to the Fruita Tourism Advisory Council for another three-year term to expire in March of 2026
- Kristy Driver to the Fruita Tourism Advisory Council for another three-year term to expire in March of 2026