



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: MAYOR & CITY COUNCIL

FROM: CITY MANAGER'S OFFICE

DATE: DECEMBER 17, 2024

AGENDA TEXT: MEMORANDUM OF UNDERSTANDING - A Request to Approve the Revised Memorandum of Understanding (MOU) with Fruita Area Chamber of Commerce.

BACKGROUND

The Fruita City Council has reviewed the Memorandum of Understanding (MOU) with the Fruita Area Chamber of Commerce (FACC) and has directed staff to finalize the agreement. The MOU establishes a framework for the collaboration between the City and the FACC, including the allocation of the City's annual financial contribution and other relevant contingencies.

The Chamber provided this feedback with a change regarding reporting frequency. The FACC will now report to City staff on a quarterly basis, as opposed to the previously proposed monthly reports. Additionally, the FACC will report to the Fruita City Council on a biannual basis, instead of quarterly as originally outlined in the draft. This is being brought back to the City Council due to the revision made by the Fruita Chamber.

FISCAL IMPACT

No additional financial costs will be incurred by the City due to this revision.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

Creating an MOU between the City and the FACC is an Action Item in the 2022-2024 Strategic Plan. This MOU will improve Special Events, foster business collaboration, and clarify each entity's role. This is the final of several MOUs that the City has been updating with its economic development partners.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve the revised MOU with the updated reporting timeline, directing the Interim City Manager to sign the agreement.
2. Direct staff to further amend the MOU and bring it back to the City Council for further review.

STAFF RECCOMENDATION:

APPROVE THE REVISED MEMORANDUM OF UNDERSTANDING WITH THE FRUITA AREA CHAMBER OF COMMERCE AND AUTHORIZE THE INTERIM CITY MANAGER TO EXECUTE THE AGREEMENT.