



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA CITY COUNCIL AND MAYOR

**FROM:** CITY MANAGER'S OFFICE

**DATE:** JUNE 3, 2025

**AGENDA TEXT:** PRESENTATION – Fruita Area Chamber of Commerce Update and Annual Membership Survey Report – Executive Director Kayla Bowers

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### BACKGROUND

As part of the City of Fruita's Memorandum of Understanding (MOU) with the Fruita Area Chamber of Commerce (FACC), the FACC provides biannual updates to the Fruita City Council to share progress, initiatives, and developments that support the local business community.

For this update, Executive Director Kayla Bowers will present the results of their recent membership survey, which gathered feedback on the needs, challenges, and priorities of local businesses. In addition, the Chamber has launched a new Downtown Advisory Board in the past year. Ms. Bowers will provide an update on that Board and also be available to answer any questions from the City Council. Attached with this cover sheet is a summary of what will be presented.