

**ORDINANCE NO. 2024-11**

**AN ORDINANCE AMENDING SECTION 3.18.240 OF THE FRUITA MUNICIPAL CODE CONCERNING MEMBERSHIP FOR THE TOURISM ADVISORY COUNCIL**

**WHEREAS**, the City Council met with the various boards and commissions of the City throughout 2023 to 1) review the purpose and accomplishments of the boards, 2) provide direction to them on how they can advise the Council to further priorities in Fruita’s strategic and master plans, and 3) evaluate the roles of City Council members serving on various boards and commissions, and

**WHEREAS**, membership requirements of the Tourism Advisory Council are established by Ordinance and state that composition of the committee will include representatives of the City Council, and

**WHEREAS**, the City Council desires to remove the City Council member(s) appointed to the Tourism Advisory Council in order to provide better separation of roles and responsibilities between the City Council and the Tourism Advisory Council and to promote independence of the Tourism Advisory Council, and

**WHEREAS**, the City Council also desires to appoint a member of the governing body to the Tourism Advisory Council to serve as a liaison between the City Council and the Tourism Advisory Council.

**NOW, THEREFORE, IT IS ORDAINED BY THE CITY COUNCIL OF THE CITY OF FRUITA, COLORADO, THAT:**

**Section 1:** Section 3.18.240 of the Fruita Municipal Code and Ordinances 1996-12 and 2005-17 concerning the Tourism Advisory Council are hereby amended to read as follows: (~~redline indicates deletion~~, **BOLD AND CAPS** indicates addition)

**3.18.240 TOURISM ADVISORY COUNCIL.** There is hereby created a Tourism Advisory Council which will consist of seven (7) members appointed by the City Council. Composition of the committee will include representatives of the lodging industry, area attractions, retail businesses, ~~the City Council~~, and other interested parties. **AFTER EACH ELECTION, THE CITY COUNCIL SHALL APPOINT A NON-VOTING CITY COUNCIL LIAISON TO THE TOURISM ADVISORY COUNCIL.** Members of the Commission may reside inside or outside the City limits of Fruita and shall have an interest in marketing and promoting the City of Fruita. The Tourism Advisory Council shall advise the City Manager and City Council concerning the preparation of a budget for the expenditures of funds in the Tourism Promotional Fund. Members appointed to the Advisory Council shall serve terms as outlined in the Fruita City Charter. All members shall serve without compensation.

**AFTER EACH REGULAR MUNICIPAL ELECTION, HELD BIENNIALY, A MEMBER OF THE FRUITA CITY COUNCIL OR THE MAYOR WILL BE APPOINTED BY THE MAYOR TO SERVE A TWO-YEAR TERM AS THE CITY COUNCIL LIAISON TO THE TOURISM ADVISORY COUNCIL.**

**PASSED AND ADOPTED BY THE FRUITA CITY COUNCIL ON THIS  
\_\_\_ DAY OF APRIL, 2024**

ATTEST:

CITY OF FRUITA

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Margaret Sell, City Clerk

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Joel Kincaid, Mayor