



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** FRUITA CITY COUNCIL AND MAYOR

**FROM:** DEBRA WOODS, CITY CLERK

**DATE:** MARCH 18, 2025

**AGENDA TEXT:** LIQUOR LICENSE RENEWAL – A request to approve the renewal of a Fermented Malt Beverage and Wine (Off Premises) Liquor License for the Fruita Consumers Cooperative Association located at 1650 Highway 6 & 50

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### BACKGROUND

The Fermented Malt Beverage and Wine (Off Premises) Liquor License for the Fruita Consumers Cooperative Association (Co-Op) located at 1650 Highway 6 & 50 is up for renewal. Their current license expires on **June 9, 2025**.

On March 1, 2024, the Fruita Co-Op received a violation for an employee who permitted the sale of an alcohol beverage (a 12-pack of mini cans of Bud Light fermented malt beverage) to a seventeen-year-old Liquor Enforcement Division underage purchaser. As a result, the Co-Op received a seven (7) day suspension of their liquor license with four (4) of those days held in abeyance (put on hold) pending no further violations of the Colorado Liquor Code. This meant that the Co-Op's liquor license was actively suspended for three (3) days from September 13, 2024 through September 15, 2024.

The Police Department report indicates that there have not been any violations or incidents reported to them in the last year and there is nothing unusual or of concern that would hinder renewal of the license. There are two (2) current Colorado Responsible Alcohol Vendor Training certificates on file at the City Clerk's Office for Co-Op employees that are valid until August of 2025.

It should be noted that City staff has scheduled two Responsible Alcohol Beverage Training classes (one in the morning and one in the afternoon) on Monday, April 7, 2025 and has contacted the licensee to stress the importance of these free and valuable training sessions.

The following information is provided as background on the liquor license renewal process:

Pursuant to State Statutes, the local licensing authority (City Council) may cause a hearing on the application for renewal to be held. No renewal hearing shall be held until a notice of hearing has been conspicuously posted on the licensed premises for a period of ten days and notice of the hearing has been provided the applicant at least ten days prior to the hearing. The licensing authority may refuse to renew any license for good cause, subject to judicial review.

This item is placed on the Consent agenda for the Council to determine if there is any cause for a hearing to be held on the renewal of the liquor license. If there is no cause for a hearing, the City Council should approve the renewal of the existing license. If there is cause for a hearing, the City Council should set a date to hold a quasi-judicial hearing to determine if there are sufficient grounds for suspension or revocation of the liquor license. The City Council may also temporarily suspend any license, without notice, pending any prosecution, investigation or public hearing. No such suspension shall be for a period of more than 15 days.

## **FISCAL IMPACT**

None.

## **APPLICABILITY TO CITY GOALS AND OBJECTIVES**

The City of Fruita is charged with protection of public health, safety and welfare. The review and renewal of liquor licenses ensures that licensed establishments are operating by the rules and regulations adopted by the City and State concerning the sale or service of beer and alcoholic beverages.

## **OPTIONS AVAILABLE TO THE COUNCIL**

1. Renewal of the Fermented Malt Beverage and Wine (Off Premises) Liquor License
2. Schedule a hearing date to determine if there is good cause for the license to be suspended or revoked.

## **RECOMMENDATION**

It is the recommendation of staff that the Council move to:

- **RENEW THE FERMENTED MALT BEVERAGE AND WINE LIQUOR LICENSE (OFF PREMISES) FOR THE FRUITA CONSUMERS COOPERATIVE ASSOCIATION LOCATED AT 1650 HIGHWAY 6 & 50**