

**FRUITA CITY COUNCIL  
WORKSHOP  
JUNE 25, 2024  
6:30 P.M.**

**CALL TO ORDER AND ROLL CALL**

The workshop of the Fruita City Council was called to order at 6:30 p.m. by Mayor Matthew Breman. City Council members present were James Williams, Aaron Hancey, Jeannine Purser, Rich Parrish, Andrea Stolarczyk and Amy Miller.

City Staff present were City Manager Mike Bennett, Assistant City Manager Shannon Vassen, Special Projects Coordinator Matt Carson, Parks and Recreation Director Marc Mancuso and Chief of Police Dave Krouse.

**AGENDA ITEMS**

**1. DISCUSSION ON POTENTIAL TRANSITION TO ADMINISTRATIVE REVIEW OF CERTAIN LIQUOR LICENSE APPLICATIONS (6:30 – 7:00 PM)**

City Manager Mike Bennett gave an overview of the agenda item, which was a discussion about transitioning certain liquor-related applications to an administrative approval from that of approval by the City Council after Mayor Pro Tem Hancey suggested that it would make better use of the Council's time at Council meetings if all requirements of such applications have been met. This proposed change would not apply to new liquor licenses, which require a public hearing before the local licensing authority, nor to an application that does not meet requirements or if there are any issues with the application or applicant. The change would also make for a more streamlined process for applicants.

Assistant City Manager Shannon Vassen provided additional details that were included in the coversheet.

The Council gave staff direction to move forward with the process for First and Second Readings of an Ordinance to amend the Fruita Municipal Code to allow for administrative approval of certain liquor-related applications except for new applications, applications with issues or appeals of any administrative decisions. The public will have the opportunity to provide comment on the proposed changes during the Ordinance process.

**2. FRUITA SPECIAL EVENTS OVERVIEW & DISCUSSION (7:00 – 8:00 PM)**

City Manager Mike Bennett provided an overview of special events that occur annually within the City of Fruita. The overview included information about:

- The City's special event review process
- Quantity of events
- Frequency of events
- Location of events
- Timing of events
- Which events are organized by the City
- Road closures due to events

- Budgeting for events
- Impacts of events/numbers of people brought into the City for events
- Special event permit process/staff responsible for process
- Tourism special event sponsorships
- Fruita Chamber – City event partnerships
- Public Works costs for supporting Chamber events
- Parks and Recreation costs for supporting Chamber events

The City's Special Projects Coordinator, Matt Carson, is the point person for special events. He reviewed each of the special events and some of the demographic information about them. He also explained:

- How the timeline for processing a special event permit is critical
- That special events at Imondi Wake Zone will be increasing over the next three years
- Criteria for events are 50 people or more in a public location
- That the Tour of the Moon draws 1,600 athletes
- Staff puts in a significant amount of time on special events
- That the City's fees for parks rentals are low

Chief of Police Dave Krouse explained that he and the Police Department reviews and evaluates special events and generally does not have many issues with them. Police Officers are typically brought in for the large special events such as Mike the Headless Chicken and Fruita Fall Festival, although they have been requiring that more events hire private security.

The Council and staff discussed:

- How it is getting more and more difficult to host events because of limited resources (even hotel beds) throughout the Grand Valley
- Maintaining a small-town atmosphere
- Capacity of staff, where the tipping point would be, economic impact, etc.
- Creating the policies the Council wants and not just what they do not want
- Can't fully put parameters around certain things – can be tied to values
- Other communities and their event parameters

### **3. PROCLAMATION REQUEST – CIVILITY PROCLAMATION (8:00 – 8:15 PM)**

The City Council gave staff direction to move forward with putting the Proclamation on the agenda for the next Council meeting on July 16, 2024. The Council decided that each of them would take turns reading one "Whereas" before the next all the way through until the last paragraph at the end, which they would all read in unison. All members will sign two copies of the Proclamation, which will be framed and hung; one in the lobby and one in the Council Chambers of the Fruita Civic Center.

### **OTHER ITEMS**

Chief Krouse noted that Mesa County will no longer provide certain animal control services unless they are within unincorporated Mesa County. Those services will be returning to the jurisdiction of the municipalities.

Councilor Williams requested that staff check on the turf at Little Salt Wash Park.

Councilor Purser said she is super grateful for the Engineering Department looking at the issues with the Pabor Avenue and Peach Street intersection. She said there was almost another accident. Staff needs to look at site distance planning and not allowing parking so close to the intersection.

Councilor Parrish requested that the Council members provide reports on their experiences at the Colorado Municipal League (CML) Annual Conference. The reports will be placed on the agenda for the July 16, 2024 Regular meeting under Council Reports and Actions.

Councilor Stolarczyk said the Arts and Culture Board will be following back up with Colorado Creative Industries regarding certifying Fruita as a Creative District.

Councilor Hancey reported that the School District #51 Superintendent spoke at the last Grand Junction Economic Partnership (GJEP) meeting about their bond extension.

Councilor Hancey requested that staff add links to the Weekly Information Update in a separate tab, but staff stated that it was not an option.

Councilor Hancey also requested that the City Manager's Office send calendar invites to all Council meetings.

Councilor Hancey also requested that staff make sure the City's website contains information about construction concerns for the public so that they are aware.

#### **4. ADJOURN**

With no further business before the Council, the meeting was adjourned at 9:23 p.m.

Respectfully submitted,

Deb Woods  
Deputy City Clerk