

**FRUITA CITY COUNCIL MEETING  
JUNE 4, 2024  
7:00 P.M.**

### **1. CALL TO ORDER AND ROLL CALL**

Mayor Breman called the regular meeting of the Fruita City Council to order at 7:00 p.m. The meeting was held both in person and with virtual access provided through Zoom.

**Present:** Mayor Matthew Breman  
City Councilor James Williams  
City Councilor Jeannine Purser  
City Councilor Rich Parrish  
City Councilor Andrea Stolarczyk  
City Councilor Amy Miller

**Excused Absent:** Mayor Pro Tem Aaron Hancey  
Deputy City Clerk Deb Woods

**City staff present:** City Manager Mike Bennett  
Assistant City Manager Shannon Vassen  
Communications and Engagement Specialist Ciara Amann  
Public Works Director Kimberly Bullen

**Also present:** Members of the public (in-person and virtually)

### **2. MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE**

Mayor Breman read the following for the record:

*Managing a city involves considerable effort and collaboration and it is inevitable that disagreements will arise among Council members, staff and the public. While it is natural to feel passionate and sometimes even frustrated during these discussions, we must remember that threats, either direct or indirect, against anybody, whether Council members, a City employee or a member of our staff, are absolutely unacceptable and will not be tolerated. Our zero-tolerance policy for such behavior is strict and any incident will be thoroughly documented, and if warranted, prosecuted. In Fruita, we are committed to upholding our core values, being tough on issues while maintaining kindness towards people. We strive to resolve challenges fairly and effectively no matter how daunting they may seem. Let's remember that we must work together, respect differences of opinion as an opportunity to work together and strengthen our community.*

Mayor Breman called for a moment of silence for all faiths and beliefs to have the opportunity for a silent prayer. He then led in the Pledge of Allegiance.

### **3. AGENDA – ADOPT/AMEND**

- **COUNCILOR MILLER MOVED TO APPROVE THE AGENDA AS PRESENTED. COUNCILOR PARRISH SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

#### **4. PROCLAMATIONS AND PRESENTATIONS**

##### **A. PROCLAMATION – PROCLAIMING WEDNESDAY, JUNE 19, 2024 AS “JUNETEENTH DAY” IN THE CITY OF FRUITA TO BE ACCEPTED BY DAVID COMBS WITH BLACK CITIZENS AND FRIENDS OF GRAND JUNCTION**

Councilor Stolarczyk read the Proclamation, which was accepted by David Combs, representative for Black Citizens and Friends of Grand Junction. Mr. Combs thanked the Council for the recognition and explained that this year’s theme consists of a focus on messaging about “those who have come before us.” He noted that Mayor Breman would again be a part of this year’s celebration.

##### **B. PROCLAMATION – PROCLAIMING JUNE 2024 AS “LGBTQ+ AWARENESS MONTH” IN THE CITY OF FRUITA TO BE ACCEPTED BY JARED PROCHNOW ON BEHALF OF COLORADO WEST PRIDE**

Councilor Purser read the Proclamation and Jared Prochnow with Colorado West Pride was in attendance to accept it. Mr. Prochnow commented that the Proclamation really embodies the spirit of Pride Month and that it goes a long way to help establish equity, the ability to be seen and for that to be okay. Mr. Prochnow introduced Avery Ashby, the new President of Colorado West Pride.

##### **C. PROCLAMATION – FRUITA’S INCLUSIVITY PROCLAMATION**

Councilor Parrish read the Proclamation. David Combs pointed out that he and Jared Prochnow appeared before the Council as individuals for whom the Proclamation speaks. He said he and Mr. Prochnow represent a small percentage of the state’s population; however, they are able to let their presence be known with the City Council’s assistance. He also said that he remembers that Fruita has always welcomed him and other people who look like him even though he has heard various stories about the adversities that people of color faced when they came to the Western Slope.

Mr. Combs and Mr. Prochnow jointly accepted the Inclusivity Proclamation on behalf of all of those who look them, think like them, want to be seen and opt to be part of the Fruita community.

##### **D. PRESENTATION – CONCEPTUAL PLAN FOR 169 S. MULBERRY PRESENTED BY NEW OWNER**

Gavin Brooke, the new owner of the previously City-owned property at 169 N. Mulberry Street, introduced Claire Franz, architect on the project, which is currently going through Building Department review. Mr. Brooke presented preliminary architectural drawings of the project to City Council members and a few staff; however, the drawings have not yet been approved for construction.

Mr. Brooke noted that Sarah Wood had decided to move to the Front Range. She is bowing out of FARM and pursuing other professional endeavors with larger tech companies.

Architect Claire Franz approached the Council and said that the building is the biggest asset at the site with the iconic shape of the warehouse and the existing character of both spaces. She said her

firm is trying to keep any architectural interventions very minimal and just leverage what is already there. She provided images that spoke to the exterior character that she is aiming for with the sun, shade and shadow as the more animating forces.

Ms. Franz explained that most of the exterior character of the building will remain, although it will get cleaned. There will be new garage doors as well as some exterior improvements such as skylights, swamp coolers, new pedestrian doors and new exterior lighting to give it a “facelift.” The parking lot to the south will also be upgraded. The east and south facades as well as potentially graphic signage will be tenant-specific depending on who ends up in the building. Ms. Franz said hopefully, the end result will be a vibrant character to the outside of the space that will make it a fun place to be.

Interior improvements are fairly minimal and include a new ADA accessible bathroom, cleaning, painting, new light fixtures and new fan. Ms. Franz stated that the exterior character of the existing building is pretty awesome and her firm is trying its best to keep it that way.

Mr. Brooke provided a list of what has happened so far on the project:

- Before closing, he walked the property with the City’s Building Department inspectors to make sure that everyone is on track.
- Another walk-through was completed immediately after closing with the Senior Electrical Inspector for the City.
- Mr. Brooke submitted and received a demo permit and had electricians working on the project the first day that he owned it.
- A once-through was completed over the course of three days with a crew of electricians to clean up a fair amount of old electrical work and make it safe.
- Mr. Brooke has started to clean out the interior.
- Mr. Brooke has also started on the parking lot with new chip seal.
- In the back, the majority of the old sheds have been torn off. The one small remaining shed is actually a part of the original building; it was the old mechanical room and will stay where it is with a few minor improvements and some additional clean up and painting.
- The building permit has been applied for.

Mr. Brooke stated that the next steps will include continuing with construction, after which there will be cleaning and mopping. They will be ripping immediately into (as soon as the building permit is issued) roof electrical work on the interior. Garage doors and skylights will take about five weeks to get to Fruita. Mr. Brooke said he was thrilled that Bestslope Coffee is going to move into the small adjacent area for their coffee roasting business only. They will then be expanding the rear of their business to 1,300 square feet to offer a little bit of drip coffee and host roasting classes, pour-overs, demos and tastings out of that space without changing the café vibe of the coffee shop. Mr. Brooke added that he will continue to look for a tenant for the larger space and will be doing a few upgrades for Bestslope such as moving in a bunch of roasting equipment and small wash sinks.

Councilor Williams asked if the City will be able to start allowing people to park on the site soon. Mr. Brooke said they have to wait 30 days to stripe and bumper it but thought that it had been opened either earlier in the day or will be the following day. There will be 25 parking spaces, 2 of which will be ADA accessible.

Councilor Purser thanked Mr. Brooke for seeing the value in the existing building because while to some people, it's an eyesore, it is also a favorite of others to whom it brings back memories. Mr. Brooke stated that Nick Wilson is the Construction Manager on the project and encouraged the Council members and staff to stop by. He added that the inside is actually cooler than the outside of the building with its steel trusses and skylights.

## 5. PUBLIC PARTICIPATION

**Tessa Binam, 255 N. Ash Street**, stated that she is deeply concerned about the number of vehicles that drive up and down her street and the amount of speeding that happens there. She said there's been an increase in traffic on her street because of multiple issues including Fruita Middle School and the existence of three (3) short-term rentals. She noted that she has contacted the Fruita Police Department multiple times and while they acknowledge and accept that speeding is a huge problem on her street, they said they can't do anything because of how narrow the street is.

Ms. Binam said she wanted to raise awareness of the problem and request that a traffic study be conducted on the 200 block of North Ash Street. She urged the Mayor and all Council members to drive down her street while thinking about the following:

1. North Ash Street is the second-most narrow street in Fruita (the first being South Ash Street).
2. Ms. Binam's block on North Ash Street measures 19 feet wide and is a one-way street.
3. In 2018, the Colorado Department of Transportation (CDOT) Roadway Design Guide states that a road of medium development in an urban area should be 28 to 34 feet wide.
4. Fruita Land Use Code **Section 17.41.010** states that all streets in the City of Fruita must meet the minimum lane width of 44 feet wide as identified in the City of Fruita Design Criteria and Construction Specifications Manual.
5. In February of 2022, the City Council adopted the Fruita Circulation Plan, which states that all streets in Fruita City limits (including existing ones) must be 44 feet wide and have 10- to 11-foot-wide travel lanes in each direction.

Ms. Binam said she didn't think the City should widen her street and that the first step is to gain more information. She said she's thoroughly considered multiple options such as speed bumps and speed limit signs (there are none on the entirety of Ash Street), and although she has opinions, it is up to the Fruita City Council to figure out what to do next.

**Tom McNamara, 1768 Waters Lane**, stated that he just wanted to thank the City Council and City in general, especially employees of the Parks and Recreation Department for making it possible for the Rotary Club to generate approximately \$30,000 at their beer booth the previous weekend. \$10,000 will go towards scholarships for graduates of Fruita Monument High School and the other \$20,000 is disbursed mostly for children's activities. The Rotary just bought four sets of golf clubs for the City's

Recreation Department to teach children to golf at Adobe Creek Golf Course. Mr. McNamara reiterated his thanks and said without the City Council's help, the Fruita Rotary Club wouldn't be able to do things like that.

There were no further comments from the public.

## 6. CONSENT AGENDA

### A. MINUTES – A REQUEST TO APPROVE THE MINUTES OF THE MAY 7, 2024 REGULAR CITY COUNCIL MEETING

Mayor Breman opened the public hearing on the Consent Agenda. Hearing no comments from the public, he referred the Consent Agenda to the City Council.

- **COUNCILOR PURSER MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COUNCILOR MILLER SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

## 7. PUBLIC HEARINGS

### A. QUASI-JUDICIAL HEARINGS

There were no Quasi-Judicial public hearings on the agenda.

### B. LEGISLATIVE HEARINGS

#### 1) **ORDINANCE 2024-12 – SECOND READING – AN ORDINANCE AMENDING CHAPTER 8.08 OF THE FRUITA MUNICIPAL CODE REGARDING GARBAGE AND SOLID WASTE – ASSISTANT CITY MANAGER SHANNON VASSEN**

Assistant City Manager Shannon Vassen explained that the purpose of the Ordinance before the Council is to update a Chapter in Title 8 of the Fruita Municipal Code concerning the City's regulations for garbage and solid waste. He noted that this past year, there were contractor-driven changes to the contract the City has for trash collection services and industry standards as a whole. Some of the changes included moving all residents to a 96-gallon container (or a smaller 64-gallon container as another option), switching to single-stream recycling and adding a few additional items such as a post-holiday dumpster for residents to dispose of trash after the holidays, three weeks of leaf clean-up and a few other items.

Mr. Vassen explained that the City's Code needs to be updated to more closely reflect what's in the current contract with Waste Management. He pointed out that there were some comments on the First Reading of Ordinance 2024-12 about being more specific about what type of containers residents may use. He directed the Council's attention to the added text, "residents may use only containers that are provided through the City of Fruita." Mr. Vassen said he feels this will be beneficial because it is no longer up to residents to pay for and provide their own trash cans; they are all provided through the City's contractor. If the containers get damaged or lost, they will be replaced free of charge whereas before, residents had to upfront those costs.

For businesses, staff also updated language to include 96-gallon containers, although the City does not provide commercial trash service in Fruita; business owners secure their service independently.

Text was also added to include the guidance that if a resident does have any issue with their trash service, they need to report that to the City. All weight restrictions in the Code were removed and replaced with how much waste is allowed in the containers. In addition, prior to the new contract with Waste Management, there was technically a 50-lb limit in the Code because at that time, garbage men had to manually lift the containers into the trash truck while now, it is automated. Staff also specified where the containers shall be placed for pick up (containers must be placed with wheels facing the curb and three feet from any other object at the edge of the street with the opening of the lid facing the roadway).

Mr. Vassen reiterated that the purpose of the Ordinance was to conform to current industry standards and the City's current trash and recycling services within the City of Fruita. He provided staff's recommendation of adoption of Ordinance 2024-12.

Mayor Breman opened the hearing to public comment. Hearing none, he closed public participation and deferred the matter to the City Council.

Councilor Purser pointed out that the text in the Ordinance didn't reference the 64-gallon containers Mr. Vassen spoke about. Mr. Vassen responded that the text in the Ordinance refers to *up to* 96-gallon containers, which would include the 64-gallon ones, so he didn't feel it necessary to call out the 64-gallon containers specifically, even though they are still available to any and all residents who request them instead of opting for the 96-gallon containers.

Councilor Williams asked if staff had noticed any change in the amount of complaints from people about the new trash collection service. Mr. Vassen said that staff is still receiving calls every week, especially with irrigation water getting turned on and people having more yardwork debris. He said staff takes all that feedback into consideration and does whatever they can to help. He also pointed out that in April of this year, the City had its "Spring Cleaning" event at Public Works and Public Works Director Kimberly Bullen reported that five (5) 40-yard dumpsters were filled in one hour.

Councilor Williams asked if there was a limit on the "Spring Cleaning" event for people and Mr. Vassen said there was no limit this year, but he thinks staff needs to talk about whether or not the City should require proof of residency in the future because right now, it's based on the honor system. He added that Kimberly and her team also put yard waste aside off to the side to later go to the composting facility and diverted other waste away from the trash when possible. Mr. Vassen explained that staff is always looking for ways to help residents during times of the year when there are larger loads of trash such as fall and Christmastime.

City Manager Mike Bennett stated that one of the most common calls that staff has been receiving concerns residents' bins not being fully emptied, but in the majority of those cases, people didn't bag their trash like they are supposed to and there's wet grass clippings, dirt or trash that sticks to the bottom of the container. Information describing the importance of bagging trash was included on the mailer from Waste Management that went to all Fruita households and staff has done more education on the phone and at the utility billing counter.

Mr. Vassen noted that staff is also letting residents know that they can purchase an additional 96-gallon trash container for \$4.00/month and then cancel it later when it is not needed.

- **COUNCILOR WILLIAMS MOVED TO ADOPT ORDINANCE 2024-12 – SECOND READING – AMENDING CHAPTER 8.08 OF THE FRUITA MUNICIPAL CODE REGARDING GARBAGE AND SOLID WASTE. COUNCILOR PARRISH SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES**
  
- 2) **RESOLUTION 2024-17 – PUBLIC HEARING – AMENDING THE 2024 BUDGET WITH SUPPLEMENTAL APPROPRIATIONS OF FUNDS FOR CAPITAL PROJECTS, ROAD MAINTENANCE AND PATCHING AND SIDEWALK/CROSSWALK IMPROVEMENTS – ASSISTANT CITY MANAGER SHANNON VASSEN**

Assistant City Manager Shannon Vassen provided staff’s presentation by explaining that the Resolution was for Supplemental Appropriations of funds in the General Fund and the Capital Projects Fund for Capital Projects, road maintenance and repair and sidewalk/crosswalk improvements. Staff does a number of Supplemental Budget appropriations throughout the year and Mr. Vassen noted that with every Budget Amendment, he likes to include the table that was included in the Council packet.

Resolution 2024-17 is for the following appropriations:

Road Maintenance and Patching – General Fund	\$5,000	Road maintenance and sidewalk repairs that were completed due to a contractor not completing work in the downtown area. Funds are available to offset these expenses through the forfeiture of the right-of-way excavation permit.
Sidewalk Improvements – General Fund	\$5,000	The City received a \$5,000 from the Associated Governments of Colorado for Sidewalk Improvements at Cherry Street near Family Health West including removal of the existing curb and gutters to construct a new ADA compliant ramp, creating and installing new signage, and striping the crosswalk and curb faces. Expenses for the project are split 50/50 between the AGNC grant and the City of Fruita.
Transfer to Capital Projects – General Fund	\$310,000	This budget amendment transfers \$310,000 of unrestricted General Fund – Fund Balance for the 19 Road Improvements. This funding will help fund the \$500,000 Force Account (Contingency Account) for the project and will only be used if needed.
19 Road Improvements – Capital Projects Fund	\$650,000	This budget amendment appropriates an additional \$630,000 in funds to be used for the 19 Road Improvements Project. Out of this amount, \$320,000 is funded through Transportation Impact Fees designated for use in Northeast Fruita, and \$330,000 in General Fund – Fund Balance for the projects contingency account.

Mayor Breman opened the hearing to public comment. Hearing none, he closed public participation and deferred the matter to the City Council.

Councilor Williams wondered if the City was missing out on funding something else for the \$330,000 besides the General Fund – Fund Balance for the projects contingency account. Mr. Vassen responded that because General Fund dollars are used for a variety of purposes, they help fund Parks and Recreation, Public Safety, Roads, Bridges, things like that and Fund Balance for General Fund is actually restricted in use. He noted that in the last Municipal Election, the City asked the voters if the City could keep revenues over a certain amount for one-time Capital Projects and technically, the City has to spend those dollars on Capital Projects and Capital Equipment; things that help overall with the City's Capital Plan. Staff feels that the \$330,000 is a great use of the funds because the quality of City streets and traffic flow and congestion are the number one and number two priorities of Fruita residents according to the last Community Survey.

Mayor Breman asked what happens with the money afterwards if the City has to dip into the Contingency Account. Mr. Vassen explained that if the money doesn't get used, it goes back to the General Fund and it can be used for other purposes. He added that this happened a little bit with the Reed Park project and a \$175,000 Contingency Account, roughly \$75,000 of which has been spent and anything not used will revert back to the General Fund for future use.

- **COUNCILOR MILLER MOVED TO ADOPT RESOLUTION 2024-17 – AMENDING THE 2024 BUDGET TO APPROPRIATE FUNDS IN THE GENERAL FUND AND THE CAPITAL PROJECTS FOR CAPITAL PROJECTS, ROAD MAINTENANCE AND PATCHING, AND FOR SIDEWALK/CROSSWALK IMPROVEMENTS. COUNCILOR STOLARCZYK SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES.**

## **8. ADMINISTRATIVE AGENDA**

### **A. PRESENTATION – OVERVIEW OF THE 2021 COMMUNITY SURVEY RESULTS – ASSISTANT CITY MANAGER SHANNON VASSEN**

Assistant City Manager Shannon Vassen delivered a Powerpoint presentation of the City of Fruita 2021 Community Survey conducted by ETC Institute. He noted that during the last several meetings, staff has outlined the City's Master Plans and long-range efforts that will help facilitate and guide the Council's decision making for the next ten years. The survey will also be valuable for staff and Council's upcoming Strategic Planning session and preparing the 2025 Annual Budget. Plans that have already been reviewed at previous Council meetings include:

- Comprehensive Master Plan
- Land Use Code
- Parks, Health, Recreation, Open Space and Trails (PHROST) Master Plan
- Multi-modal and Circulation Master Plan

The City of Fruita typically does a new Community Survey every three to four years. It's really used as a tool to gauge resident satisfaction with the services that the City provides but also to help determine what the priorities for the City are now and into the future. Mr. Vassen pointed out that a lot has changed since 2021 when everyone was meeting virtually due the COVID pandemic. The City will conduct the next survey in 2025 and staff is very eager to see the results, especially since the



City has beefed up the Budget for projects related to streets and the area of communications with the hiring of new staff members who have dramatically increased the amount of communications and the methods of communicating with the public.

Mr. Vassen added that there are a lot of firms that provide survey services via an SMS text as opposed to the traditional mail. Staff still feels as though the US mail is the best and most appropriate way to conduct the survey, but Mr. Vassen said he would look into it and get back to the City Council.

One of the reasons that the City of Fruita has chosen ETC to conduct the Community Surveys is because they have access to a lot of benchmark data, meaning that Fruita can compare its data to other cities in the United States, large and small.

The results of the 2021 Community Survey showed that overall, Fruita residents have a very positive perception of the City. Overall decreases in satisfaction included the City's efforts to keep residents informed, quality of police services and visibility of police officers in Fruita neighborhoods. As an effort to help with the latter, Officers have been initiating more proactive contacts and getting out more to local businesses to serve as a resource for them and the public as a whole.

Mr. Vassen reviewed some of the other questions and results that were included in the survey. These included things like:

- Overall Priorities for Improvement
- Perceptions (of overall quality of life, overall feeling of safety and overall value that residents receive)
- Agreement with specific statements about Diversity, Equity and Inclusion
- Reasons to live in Fruita
- Overall satisfaction with City Services by Major Category
- Rating the Overall Quality of Life in Fruita
- Overall Quality of Services provided by the City
- Rating the overall value received for taxes and fees
- Rating the overall feeling of safety
- Overall quality of City streets
- Overall flow of traffic and congestion management
- Overall quality of representation you receive from City Council
- Overall effectiveness of communication with the public
- **Trends:**
  - Short-term rental trends (notable increases and decreases of overall image, appearance, ease of travel, etc.)
  - Long-term trends (notable increases and decreases of amount of space, overall image of downtown, program offerings for adults, etc.)
- **Benchmarks:** (Fruita rates significantly higher than other communities):
  - Overall satisfaction with City services, items that influence perceptions, Public Safety, City communication, Parks and Recreation and Public Works
- **Priorities for Investment:**
  - Services that should receive the most emphasis over the next two years are 1) the overall quality of City streets and 2) overall flow of traffic & congestion management
- **Communication:** (the City is the most preferred source of information)
  - Satisfaction with City communication

- Communication outlets that residents are aware of or use
- Communication sources that are the most preferred way to learn about activities and services
- **Additional findings:**
  - Opinion about the level of Code Enforcement
  - Reasons for using the Snooks Bottom Open Space during the past 12 months
  - Products, services, events and other amenities that residents wish were available in Fruita (larger grocery store is #1, then more selection of restaurants, live music, more and better parking)
  - Types of products that respondents regularly shop online for (clothing is 51%, food is 20% and other services is 18%. Mr. Vassen stated that with the pandemic, shopping habits certainly changed because many stores were closed).
  - Approximate percentage of household's shopping that is done online (26%)
  - Should the City Council add a question about permitting the retail sales of cannabis in Fruita on the April 2022 ballot? (55% said no)
- **Summary:**
  - Residents have a very positive perception of the City. Satisfaction is much higher in Fruita than in other communities. Top priorities for improvement include:
    - ❖ Overall quality of City streets
    - ❖ Overall flow of traffic and congestion management
    - ❖ Overall quality of representation you receive from City Council
    - ❖ Overall effectiveness of City communication

Mr. Vassen noted that the full 2021 Community Survey is posted online at [fruita.org](http://fruita.org). He also shared the following demographic information that was not included in the survey results:

- 31% of respondents have lived in Fruita for less than five years.
- 22% have lived in Fruita between five and ten years.
- 26% have lived in Fruita between eleven and twenty years.
- 21% have lived in Fruita twenty-one years or more.
  
- 22% of Fruita respondents are 65+ years old
- 21% of respondents are 55 to 64 years old
- 20% of respondents are 45 to 54 years old
- 18% of respondents are 35 to 44 years old
- 19% of respondents are under 35 years old
  
- 22% of respondents make more than \$100,000
- 28% of respondents make \$60,000 to \$100,000
- 33% of respondents make between \$30,000 and \$60,000
- 17% of respondents make under \$30,000
  
- 51% of respondents are female
- 49% of respondents are male
- Less than 1% preferred not to disclose or were non-binary
  
- 90% of respondents are white or Caucasian

- 13% are Hispanic.
- Overlap is due to respondents selecting multiple ethnicities.
  
- 80% of respondents shared that they own their home.
- 18% of respondents are renting.
  
- 97% of respondents said they are registered to vote.
- 3% said they are not registered to vote.

Councilor Williams said it seemed like the Police Department got criticized a little too much in the Survey, which surprised him because he's always been very happy with the Fruita Police Department. Mr. Bennett said he thought it could have been related to a buildup of negative sentiments for police departments across the country or perhaps a couple of minor incidents that occurred in Fruita that didn't bode well for perception. He added that the department had not been fully staffed, which made it harder for the department to engage with people more. Mr. Bennett said that self-initiated engagements have gone up significantly since then. Councilor Purser said she felt that the engagement styles of the Department may have changed time also. Mr. Vassen added that Chief Krouse and Lt. Peck would be the first to say that the community is very supportive of them and the Police Department.

Mr. Vassen noted that the mailing list that was used for the 2021 Community Survey came from the City's Utility Billing mailing list and recalled that there were approximately 5,200 households that should have received it. He added that next time, staff could use a registered voter list from Mesa County, except that not everyone over the age of 18 can register to vote, so some people could get left out of getting the mailer.

Councilor Williams asked Mr. Vassen if the above information is available on all of the City's Community Surveys and Mr. Vassen confirmed that it is and agreed to send the City Council information concerning whether there were increases or decreases in these numbers between the 2021 Community Survey and the prior one.

*Mayor Breman called for a five-minute break at 9:00 p.m. The meeting was reconvened at 9:06 p.m.*

**B. PRESENTATION – OVERVIEW OF THE COMMUNICATIONS AND ENGAGEMENT PROGRAM AND TOURISM MARKETING PROGRAM – COMMUNICATIONS AND ENGAGEMENT SPECIALIST CIARA AMANN**

Communications and Engagement Specialist Ciara Amann noted that according to the last Community Survey conducted in 2021, one of the public's top priorities is the City's communications with the public. She said that over the last two years, she has worked on expanding the City's communications efforts and centralizing them. The City also hired Ammon Pierce as a Communications and Marketing Coordinator who will oversee marketing for the Parks and Recreation Department and manage the City's tourism social media, which previously was the responsibility of an outside contracted marketing firm for the City of Fruita.

Mrs. Amann reviewed the goal and strategies of the City's communications. She cited the goal as:

*“Telling the City of Fruita story to strengthen the relationship between the City and residents while also keeping them informed.”*

Strategies of the City's communications include things such as highlighting City employees and the work they do and creating visuals, videos and photos. The fourth *State of the City* video just recently premiered at Rocky Mountain PBS. Other communications include answering FAQs, training people fun things about Fruita and educating the community. Staff is currently in the process of creating a video explaining growth in Fruita. Other efforts of the Communications program include:

- A focus on internal communications with City employees to make sure they are informed
- Hosting in-person events such as the Fruita Academy and monthly City Manager engagement events
- Maintaining the City of Fruita brand so people recognize the City's logo immediately when they see it
- Posting emergency alerts
- Conducting surveys and interactive activities

*Mayor Breman called for a five-minute recess at 9:10 p.m. The Council meeting reconvened at 9:15 p.m.*

Mrs. Amann handed out a flyer during the break that lists all the City's communication channels the City utilizes in an effort to reach as many residents as possible through digital or traditional media. One of the City's programs is called the "Traffic Impacts Email Notification Service," which notifies residents of construction on current City projects or development.

Councilor Williams requested more copies of the flyer so he and the other Council members could hand them out. Mrs. Amann stated that she has even been thinking about just having the QR Code available at various places in Fruita because it is tied to a page that is dedicated to communications on [www.fruita.org](http://www.fruita.org) that has the same information. She said that the Livability Commission is handing out the flyer at the Fruita Farmers' Market and the Fruita Academy students get them as well. Councilor Miller added that the Traffic Impacts Committee members think the program is such a good idea and she has already heard so much positive feedback about it.

Another idea from the group is to have a newsletter specific to Homeowners Associations (HOAs) that would be mailed quarterly in conjunction with the *City Link*. The HOA newsletter could contain information such as who to call and what to expect when irrigation water problems arise.

Mrs. Amann stated that the City has several communication channels, each of which serve a different purpose such as social media (which can reach large audiences) and the City's website, which she calls the hub of all the City's information. She pointed out that according to the previous presentation concerning the Community Survey, the City's website is one of the number one ways people like to receive information from the City.

Councilor Parrish referred to the previous slide in Mrs. Amann's presentation that said that the Daily Sentinel is the third most popular way that people receive information, but he didn't think that was accurate because the Sentinel doesn't print a lot about Fruita. He asked if staff was doing anything to change that. Mrs. Amann responded that staff has been trying different strategies with media partners to get more Fruita stories out there such as working on building relationships with Sentinel reporters and letting them know when different topics and events are coming up in Fruita.

Mrs. Amann remembered another new marketing campaign called "The Fruita Recap," which is basically an overview of shorter stories about Fruita that staff thinks the media will consider

newsworthy. There was success with the last two stories that were submitted to the Sentinel and staff is seeing that more Fruita stories are being picked up by them and the TV stations in the valley. Mrs. Amann added that staff is available if the Sentinel wants more information and is ready to provide a whole Press Release, interviews, photos and videos; whatever the Sentinel needs to make the story happen.

City Manager Mike Bennett added that Dan West with the Daily Sentinel is the reporter that covers the City of Fruita and staff has a great relationship with him. He pointed out that “The Fruita Recap” is so new that there have only been two issues of them so far. Mr. Bennett also stated that staff had discussions with a Sentinel reporter about doing stories regarding both 169 N. Mulberry Street and the “Launch,” which is the riverfront property the City wants to develop in partnership with 2 Forks Ventures. Less than a month ago, Mr. Bennett suggested that a Sentinel reporter look at the issue after the City enters into the public/private partnership when there will be a lot more detail on which to report. He added that he and the Mayor met with the new Executive Director of one of the local TV stations and they loved the idea of “The Fruita Recap.”

Councilor Parrish said he just didn’t feel like the Daily Sentinel would be his third highest priority as was reflected in the 2021 Community Survey, but he did want to make sure the City is making efforts to communicate with the Sentinel and local TV stations. Mrs. Amann responded that “The Fruita Recap” is a small part of the City’s communications methods and added that Fruita does have a monthly article that gets published in the Nickel, which is run by the Sentinel.

Mrs. Amann said she also serves as secretary for a communications team called the “Mesa County Communications Officers’ Association” within the valley that meets once per month and has an Executive Board. This year, the team will be inviting the media to attend the beginning of their meetings so that the team can share and pitch ideas to them. Their meetings are open to all communications and marketing professionals, but there is also representation from partners such as the City of Grand Junction, School District #51, Mesa County, Grand Valley Power and Ute Water.

Mrs. Amann added that there is also a great communications team between the City of Fruita and the Fruita Police Department, Lower Valley Fire and Family Health West.

Mrs. Amann said that at a previous City Council meeting, she touched on FEMA trainings that the Communications Team is prioritizing as well.

Mrs. Amann shared some social media numbers of the past 90 days and said it was cool to see how many people can be reached online. She said that 63,000 people were reached (seen the content) and 4,000 people were engaged (stopping, liking, commenting, sharing the content).

Councilor Williams asked Mrs. Amann if she was finding a big difference between organic engagement and “paid for” ad engagement. Mrs. Amann responded that the City of Fruita doesn’t really do any “paid for” engagement; it is all organic. Councilor Williams said that was his big argument with the Fruita Tourism Advisory Council; that they were spending way too much and not getting very much engagement in return.

Mrs. Amann stated that Ammon Pierce runs the City’s organic social media and is doing a great job. She explained that tourism marketing is the promotion of Fruita to visitors through a responsible and respectful approach. Examples include investing in the North Fruita Desert Expansion Plan, the Kokopelli section of the Colorado Riverfront Trail, Special Events Grant Program, maintenance of

public lands, the winter concert that was held in February and the Short-Term Rental software that the City's Special Projects Coordinator, Matt Carson, manages.

Mrs. Amann stated that a few responsibilities of tourism marketing include inspiring travel to and within Fruita, enhancing visitor experience, promoting responsible tourism in an area where geology, paleontology, mountain biking and other outdoor recreation resources are abundant, supporting Fruita's unique festivals, tourism-related events and continuing to implement the adjusted Marketing Plan based on the direction from the Fruita Tourism Advisory Council (FTAC). The FTAC's slogan has been "Play Like a Local," for many years, but in the last year, it was given a fresh, new look.

Assistant City Manager Shannon Vassen explained how the City's Marketing and Promotion Fund is funded through lodging tax collected by the City's Finance Department and reported to City Council each month in a monthly Financial Report. 3% of the total 6% lodging tax is designated for marketing and promotion of the City of Fruita. Year over year, the City has seen tremendous growth in lodging tax revenues, some of which is likely due to inflation, but mostly due to more people traveling to the area. Mr. Vassen explained that after the COVID pandemic, the City received \$172,000 in lodging tax revenues, which was a 92% increase over the prior year. The revenues were at \$181,000 the year after that and last year, totaled \$192,000, so the City continues to see year-over-year growth. Short-term rentals make up roughly 20% to 25% of all lodging tax revenues. The City has approximately \$300,000 in reserves for the Marketing and Promotion Fund that is restricted only for marketing. The City will be spending out of Fund Balance this year for the 18 Road Expansion Project, which is carried over from the prior year and also to update the City's Visitor Guide, which staff is in the process of doing.

Mrs. Amann reviewed expenses for Marketing and Promotion of the City. Part of Ammon Pierce's salary comes from the Marketing and Promotions Fund, as does Special Event funding. In 2024, \$41,000 went towards sponsoring Special Events and advertising and promotion, and most of the City's tourism and marketing is contracted out except for social media managed by Ammon Pierce. The City's software subscriptions for Short-Term Rentals and video and photo collections are also funded through marketing and promotions.

Mrs. Amann reviewed a few of the Special Events that have been sponsored by the City in 2024 such as the Fruita Fall Festival, Fruita Fat Tire Festival, 18 Hours of Fruita, CO2UT, Remy Queen of the Desert Gravel Bike Race, Kids Adventure Games and the Colorado Riverfront Concert Series. Any of these can apply for the funding and then the FTAC reviews the applications before taking them before the City Council with their recommendations.

Mrs. Amann also reviewed the City's Mini-Grant Program in which the City has grants for up to \$1,000 each. The Budget is smaller per year at \$4,000, and a few examples of projects that have been awarded funding in the past include the Fruita Area Chamber of Commerce's Guidebook, reprinting the NCA tear-off maps that can be found at trailheads, Roam Fest at 18 Road and the Chamber's new "Welcome" sign. In addition, this funding will help with the Colorado National Monument Association's 60<sup>th</sup> Anniversary, which is coming up soon.

Mrs. Amann stated that the City of Fruita has great partnerships with the Colorado Tourism Office and Town of Palisade. Fruita worked with Palisade last year on the Gravel Adventure Guide, which is a compilation of local gravel races (which are becoming a more popular activity for cyclists these days). She added that staff is attempting to get upgraded videos and photos via another grant through the Colorado Tourism Office. There were professional photographers and videographers in Fruita

just the previous Saturday to get content that staff will be able to use for the website in its marketing efforts. Finally, there is also the [www.gofruita.com](http://www.gofruita.com) website and a weekly Information Update newsletter that people can sign up for.

Mrs. Amann also provided the Council with a few examples of some of the City's ads that are running right now and the new design for the "Play Like a Local" that is more specific to the audience that the City is trying to reach.

Councilor Miller commented that the social media for the City is so much better than it used to be; she hasn't had to make any corrections like she did when it was previously very often inaccurate. Councilor Williams commended Ammon Pierce for the photos he recently took that are so much more "Fruita."

Mayor Breman asked if the City's website has to comply with ADA regulations. Mrs. Amann responded that this is another initiative that staff is trying to tackle. Communications intern Katie has been helping with getting the City's website more ADA compliant and the City now has a service that crawls the back end of the website and flags areas that are not in compliance. There is also a new feature in the lefthand corner of the website where people can click on it to make the website unique to them whether that is changing the font, making text bigger, adding more color contrast or reading things out loud. The City also has an internal guide that staff is working on right now to train all staff on digital accessibility, whether that's the website or a pdf file. Mrs. Amann explained that the House Bill did get delayed for another year, so there's more time, but staff is currently actively working on making the City's digital content accessible. Mr. Bennett added that staff has made a ton of headway, but it doesn't hurt to have another year to keep working on it. Mrs. Amann confirmed that it is a priority for staff.

### **C. PRESENTATION – OVERVIEW OF THE SEWER FUND – *PUBLIC WORKS DIRECTOR KIMBERLY BULLEN***

Public Works Director Kimberly Bullen provided staff's presentation of an overview of the City's Sewer Fund. She noted that this should be one of the last presentations before the Council prepares for its Strategic Planning session.

Mrs. Bullen explained that the Sewer Fund is a proprietary fund (also known as an "Enterprise Fund"), so it is treated like a business in that the City collects sewer fees in order to provide sewer service to Fruita's citizens. She noted that the City currently bills about 5,400 properties at a 3% increase from last year and a 1% increase for an estimated 70 total residential building permits issued in 2024.

Mrs. Bullen noted that City Clerk/Finance Director Margaret Sell put together a sewer tap analysis for the last 18 years. Ms. Bullen said it was interesting to note that single-family residential units generated much more sewer tap revenue than the multi-family units. City Manager Mike Bennett explained that this is due to the fact that sewer taps are only billed only once when they are new and there have been more new single-family homes sold than multi-family ones.

Mrs. Bullen reviewed sewer projects the City has completed as follows:

#### **H2S MITIGATION:**

- \$2.1 million Guaranteed Maximum Price (GMP)
- \$1.83 million cost the City to complete the project
- \$900,000 Department of Local Affairs (DOLA) Grant the City received
- Included installation of Biofilter and replacement of 17 manholes

### **AERATION PROJECT:**

- \$1.2 million GMP
- \$1.026 million cost the City to complete the project
- \$650,000 DOLA Grant the City received
- Included installation of removable aeration grid system in both oxidation ditches

### **MISCELLANEOUS WASTEWATER RECLAMATION FACILITY (WWRF) PROJECTS:**

- VFD Replacement project (completed) \$205,175
- SCADA project \$200,000
- Bearing Assemblies (2023 – 2024) \$350,000
- Centrifuge/Appurtenances Design \$144,130
  - (Feed pump, piping, chute, upgrade polymer system, RDT pumps, conversion of ATAD Tank #3 to centrate EQ, electrical and controls)

### **NEEDS ASSESSMENT:**

Mrs. Bullen stated that there is no Master Plan for the Sewer Fund, but staff does use a Needs Assessment that was developed by the City’s previous Public Works director Ken Haley of all of the WWRF projects and upgrades going back to 2016. She said that a majority of the projects have been completed over the last several years. Staff updated the Needs Assessment in 2021 and identified the higher priority projects to finish, some of which are tied to capacity and some to regulations.

Mrs. Bullen stated that WWRF staff continues to be “under the thumb” of the state in terms of them increasing regulations at the plant, for which they keep moving the deadline. The City will be forced to find ways to reduce phosphorus and nutrient levels to meet the state’s requirements.

Mr. Bennett added that at the WWRF, there will always be projects for expansion related to growth, ongoing maintenance and meeting regulation changes. He clarified that while the City has increased sewer rates to residents, staff does not want to burden the expenses for the WWRF purely on those residential monthly rates. The only other form of revenue for the Sewer Fund is Impact Fees, otherwise known as Tap Fees.

Mrs. Bullen also pointed out that next year, the WWRF will have the 2025 Sewer Permit Renewal and staff keeps hearing that the Colorado Department of Public Health & Environment (CDPHE) is behind on issuing permits; she was told earlier that the CDPHE issued a total of three (3) permits for the entire state last year. Ms. Bullen said that staff will really need to pay attention to the matter.

Councilor Miller asked what that will entail. Mrs. Bullen said that the state will want to look at a lot of the data that is collected at the WWRF on a daily basis including lab work, settings and flows. The City will have to prove that it is meeting the state’s requirements and is able to continue to meet those requirements.



Mrs. Bullen commended the work that staff at the WWRF does; saying that they are scientists who do amazing work. She added that the City will likely need to contract some engineering services to help work through the 2025 Sewer Permit Renewal process as a budgeted expense.

**2024 PROJECTS – COLLECTIONS SYSTEM:**

- Kingsview Lift Station \$460,000
- S. Mesa Street – replacement \$240,000 (tied to CDOT Grant of \$1.7 million awarded to the City of Fruita – going through some additional re-design, probably complete in 2025)
- Greenway Drive Phase 1 \$1 million

**2024 – 2025 KINGSVIEW LIFT STATION:**

- \$260,000 Budgeted
- \$200,000 DOLA Grant
- Replacement of Lift Stations
- Adding 3-Phase Power
- Adding Back-up generator
- Requires Site application with CDPHE (due to the addition of the backup generator)
- Construction – 1<sup>st</sup> Qtr. 2025

**2024 – 2025 PROJECT: GREENWAY DRIVE SEWER LINE REPLACEMENT:**

- Phase 1 – bore under UPRR
- Estimated \$1 million project cost
- DOLA Grant application in process for \$500,000

**ADDITIONAL PROJECTS FOR THE 2025 COLLECTIONS SYSTEM:**

- 19 Road improvements – sewer line
- I-70 lift station wet well concrete evaluation
- I-70 lift station second force main evaluation (hydraulic study)
- The Launch property timeframe for Raptor Road lift station – will require engineering and site application process
- Adobe Falls - Roto-phase replacement and installation with redundancy
- 15 ½ Road lift station – Roto-phase replacement and installation with redundancy
- Trailer-mounted bypass pump in case of emergencies
- Check valve replacement at I-70 lift station

**CONGRESSIONAL DIRECTED SPENDING FOR COLLECTION LINES:**

The City has applied for some Congressional Directed Spending to help replace about seven miles of poor sewer collection lines over time.

- Total Project cost - \$4 million
- Congressionally Directed Spending Request - \$2 million request

- Senators Bennet and Hickenlooper have submitted our project to the Appropriations Committee and Senate Interior Subcommittee for review and decision on which projects to include in funding bills.
- Probably won't find out until towards the end of this year whether the City will be awarded any funding

Mrs. Bullen displayed a color-coded map of the City of Fruita Sewer Line conditions effective January 3, 2024. She explained that the lines that are considered in poor condition are mainly located in the older part of Fruita (downtown) while the newer subdivisions' lines are in really great shape.

Mrs. Bullen also displayed maps of the sewer line projects of Greenway Drive, Fruita South Downtown, Mesa Street/Ottley Avenue and Forcemain Extension that had inset maps depicting the areas of the City that would be impacted if the sewer lines were to fail or if there was a blockage. A failure of the Forcemain Extension would affect all of Fruita because all of the sewer flows towards that lift station and then to the WWRF.

Mrs. Bullen recalled how prior to two years ago, the City had done a rate study for sewer service that was valid for five years. Results of the study showed that the City should increase its sewer rate by 3% every year for five years and then another rate study should be done. She said that the problem with those studies is that by the time a study is fully completed, it is already out of date because things change so much within the financial model of the Sewer Fund.

Staff did some research and found a program called "Waterworth," which is a Continuous Rate Management Model that integrates financial data from the Sewer Fund to generate models and predictions to provide a comprehensive view of operating and capital costs, revenues and reserves to better understand the impact of changes on affordability and financial sustainability.

Mrs. Bullen's presentation included demonstrations of two scenarios in a high-level summary in Waterworth after she and City Clerk/Finance Director Margaret Sell worked to update the City's audited numbers in the program.

Mrs. Bullen explained that one of the scenarios was modeled to show the results if the City did nothing with sewer rates or Plant Investment (tap) Fees and received no further grants. The results showed that the City's Cash Position drops below its Operating Threshold, which is based on requirements by the Colorado Water & Power Authority (the lender for the WWRF loan). The lender requires the City to have either 25% or 90 days' worth of Operating Revenue as well as 50% of the City's loan debt on hand so that in the event something were to happen, the City can still make the loan payment.

Mrs. Bullen pointed out the line representing the Cash Position in relation to the Cash Position Target of \$2 million and the Cash Position dips below the Operating Threshold, meaning there's no funding for the needs and upcoming projects of the WWRF in the next nine years according to the Needs Assessment.

Mrs. Bullen also showed the results of the second scenario where the City receives a 3% increase in Plant Investment Fees from new development and an increase of 2.5% in the monthly rate. In this model, the Cash Position stays above the Cash Position Target of \$2 million over the next nine years, meaning the City would have funds to undertake the needs and projects included in the Needs Assessment.

Mrs. Bullen demonstrated how a model gets built in the software with the Current Debt Service ending in 2033 to determine the revenue that is required to meet the needs of the Sewer Fund and WWRF. It takes into consideration Current Debt Service, Operating Expenses, Capital Expansion projects, Capital Improvements projects, Plant Investment Fees/Monthly Sewer Rates, Grants, Operating Revenue, Non-Operating Revenue, Developer Contributions and Sale of Sewer Service (commercial growth).

Mrs. Bullen pointed out that when the City starts doing some of the projects, the Cash Position is going to go down because the money is being spent, so the Sewer Fund can really see some peaks and valleys. She said staff can look at the Needs Assessment projects and start to try to plan them out so that the peaks and valleys are less severe depending on the needs of the WWRF and where the City is sitting with those projects.

City Manager Mike Bennett pointed out that the model(s) show that it is not sustainable for the City to leave the monthly sewer rates the same without any increases in the future. Mrs. Bullen added that new development should be (and are) paying for some of the sewer expenses and debt. She said that Waterworth really is a great tool; it was presented at a DOLA presentation and afterwards, DOLA began recommending it to all the other communities in Colorado. Mr. Bennett pointed out that rate studies are very costly and always require internal updates, but Waterworth would allow staff to continually add in Actual Financial numbers to assist the City with planning for projects and moving forward with each annual Budget cycle.

Mrs. Bullen provided a Financial snapshot of the Sewer Fund as follows:

Beginning Fund Balance 2024	\$7.5 million
Budgeted Revenues 2024	\$5.3 million
Operating Expenses 2024	\$2.1 million
Debt 2024	\$1.29 million
Capital Projects & Equipment	\$1.7 million
Ending Funds Available 2024	\$7.7 million

Sewer Fund – Restricted Funds:

Restricted Loan Covenant	\$1.06 million
Assigned – WWRF Equipment	\$750,000
Assigned – Vehicle Replacement	\$588,308
Assigned – Future Expansion	\$611,000
Assigned – Sewer Operations	\$4.8 million

Mrs. Bullen stated that staff needs to be very strategic about how the funds are used. Concerning monthly sewer rates, the City has averaged a 2% to 3% increase over the last few years. The Plant Investment Fee is currently \$7,000 and has been at that amount since around 2007. When the evaluation for building the WWRF was being conducted, the consultant provided a technical memo stating that the Plant Investment Fee should increase annually 3% and if the City had done that, the Plant Investment Fee would be almost \$10,000 today. Mrs. Bullen said for whatever reason, that didn't happen, so the City might be a little behind the curve on that. She added that Mr. Bennett suggested that the City look at tying the Plant Investment Fee to some sort of an Index so that annually, it receives an increase based on the Index.

In conclusion, Mrs. Bullen stated that one of the goals of sewer/collections is to establish a Fats-Oils-Grease (FOG) Program because there is a lot of it in Fruita's collections system (as it is in *all* sewer systems). Staff would like to implement some regulations and work with businesses to keep FOG out of the system as it damages the infrastructure and becomes costly to manage and mitigate.

Currently, the City is chemically dosing because for years, there has been such an accumulation of FOG at the I-70 lift station that it was creating a mat of grease that had to be pumped out weekly by staff and then taken to the WWRF and offloaded there. The chemical dosing seems to have a positive affect on FOG; it breaks up the mat and doesn't quite let it form into the thick mat that can't move down the system. It is expensive, however, and requires staff time to administer the dosing. Staff would like to get away from that and propose a program to the City Council, but is not quite ready to do that yet.

In closing, Mrs. Bullen stated that the WWRF's Superintendent has announced his retirement. The City is also in the process of interviewing for one of the A Operator positions and has received some pretty good candidates for that position, but Mrs. Bullen warned that the Superintendent position is going to be tough to fill.

## 9. CITY MANAGER'S REPORT

City Manager Mike Bennett provided the following updates:

- At the June 17, 2024 Regular City Council meeting, the Council will need to adjourn into a Housing Authority meeting to go into an Executive Session with Attorney Dalton Kelley with Butler Snow, who will be appearing virtually. There will be a discussion regarding a few proposals the Authority has received for new types of projects and the attorney will provide some advice on how to evaluate and move forward when the Authority gets such proposals. Following that discussion, the regular Council meeting needs to reconvene.
- Earlier in the day, the City's Leadership Team went to the City of Montrose to meet with their leadership staff. The morning was spent comparing Organizational Charts and some challenges and wins that each community has had followed by breakout sessions where Fruita Department Directors met with their Montrose counterparts. That was followed by lunch and discussion about a few topics of mutual interest and comparisons of each community's plans moving forward. Then, there was a tour of their riverfront development, which is a little different than what Fruita is doing, but Mike said a lot was learned about the modeling of that and good peer-to-peer learning overall. The City of Fruita will host the City of Montrose for the same kind of sessions either in late summer or fall.
- Mike called the Mike the Headless Chicken Festival very successful. He commended James on the music and Recreation staff for working so hard, especially since so many of them are new and haven't even done the festival before. He added that there were some things learned, but overall, there was positive feedback from the community. Staff had to stop taking registrations for the 5K marathon because after 400 participants, the City ran out of bibs, which were ordered based on the numbers of runners in the past.

Matthew asked how Grand Junction's race went and Mike said they had to cancel Saturday because they didn't have enough registrations, but they did have a very creative Open House for their Community Center. Rich said it was his understanding there was even another 5K

fundraiser for CASA at the Mesa County Fairgrounds that had 85 participants, which was disappointing for them. Mike added that at Mike the Headless Chicken Festival, there were some learning experiences about the new bathrooms downtown. Both positive and negative feedback was received by staff, but there is already signage ordered to help with the instructions on shutting the door. The averages were 1 flush every 4.2 and 4.5 minutes in each of the stalls during the festival. One of the blowers went out for a short period of time, but staff got it working again. Staff is working with the manufacturer on many adjustments to timing, but one of the things that will remain steady is the slowness of the door closures, but that is because of ADA regulations.

- Mike thanked the Mayor for the statement he read at the beginning of the meeting, saying it reminded him of when he, Shannon, Jeannine and Amy were at the CML Spring Outreach meeting a few weeks ago and learned that the CML's President's initiative this year is about "Civility." He said CML has a template of a Proclamation for Civility if the Council would like to issue one. Mike noted that the initiative materials reflect Fruita's *Norms of Conduct*, and if some of those things are missing in CML's draft Proclamation, he suggested that they could be added into a draft Proclamation for Fruita.
- Mike asked the Council members who were going to the CML Conference to email him or Jennifer Cupp the information about their plans such as whether they would be driving alone and when they plan to leave so that the per diem reports and checks for mileage and meals could be processed prior to the trip. He noted that the Conference will kick off on Tuesday, June 18th around 4:00 p.m.

## 10. COUNCIL REPORTS AND ACTIONS

### COUNCILOR JEANNINE PURSER

Jeannine reported that the CML Spring Outreach dinner that Mike had referenced was so interesting because she and Amy got to meet the new City Manager for the City of Grand Junction and they had a conversation about how the Fruita City Council interacts and gets along and the new City Manager commented that the Fruita City Council should teach a class. They also discussed the topic of Civility and Jeannine learned that there is a Civility pledge that community board members and others can submit, which is what she and Amy did.

Jeannine said she was curious about the Ash Street comments that came up at the beginning of the meeting. She said she thought it was something worth looking into if the other Council members agreed. Mike said he talked to Tessa and told her he would work with the police and engineering on it. He added that when he asked her some follow-up questions, it sounded like there's not enough room for the radar speed trailer there, so staff is going to look at other methods such as rumble strips. Mike said he assured Tessa that he would be working with the two departments and would get back to her. Amy noted that Tessa had mentioned that there are no speed limit signs there and Mike agreed that a speed limit sign could help assuming staff can find a location for one.

Jeannine also asked about the status of the issue with the alley behind the public parking by the Hot Tomato. Mike said that there's nothing that requires the two accesses although it is preferred to have more accesses than one. He said there's nothing staff can do to prohibit people from driving in the alley and to do it right, the City would have to have permission of the property owners, the Council would have to budget some funds for it and staff would need to have a rule to cite from the Model

Traffic Code. He stated that it would depend on the Council whether they want to look at it as a project moving forward, but the Police and potentially the Fire Department would prefer that the City not do anything (Mike said he hadn't talked to the Fire Marshal, but typically for them, the more access, the better). The direction to staff was to put the discussion on the September 2024 Workshop Agenda as the June and July Workshop Agendas were already pretty full and in August, the Council will have Strategic Planning.

Jeannine asked if the Council was going to do a Mews tour sometime soon. Mr. Bennett responded that the property owner/developer wanted to get to a certain point with some interior finishes, so they estimated that they could be ready by mid-July. He said he would check to see if the third Tuesday in July prior to the meeting would work. Amy requested a tour of the Aspen Ave. apartments as well and Mike said he would also check with them about a tour.

#### COUNCILOR AMY MILLER

Amy said the CML Conference was really fun and neat because Fruita was like the "standard" that the rest of the municipalities were comparing themselves to

Amy noted that she had to miss the Historic Preservation Board meeting the previous day because she had such a crazy day. She told the other Council members that the housing market is up.

#### ANDREA SOLARLCZYK

Amanda reported that the Museums of Western Colorado (MWC) is going through quite an interesting and new era and she likes the new Director quite a bit. They also got rid of the one of the Directors of Operations, so there is a consolidation of their staff and a renewed sense of fundraising, which is something that hasn't happened much in the past. Andrea said she enjoyed her first meeting with the MWC Board and is looking forward to the next one. Matthew asked if Mike knew when the MWC is supposed to give the City Council an update. Mike responded that that is done typically going into the Budget process at some point in time like August or September.

#### COUNCILOR RICH PARRISH

Rich reported that he had a very short Community Development Block Grant (CDBG) Zoom meeting, who basically met to approve the minutes. Their next meeting will be in September and they didn't feel that there was a great need to do anything, which Rich did not oppose.

Rich reported that he also met with the Tourism Advisory Council (FTAC) and most of the meeting was taken up by listening to the report from the City's marketing/advertising agency, Colvita Creative. He said the report contained a lot of detail, was very long and the presenter didn't seem all that knowledgeable. He added that the agency inquired about the status of the I-70 billboard that the City is leasing to Family Health West because they felt it might be better used as advertising for the City.

A lengthy discussion was had concerning Colvita Creative, whether the City is getting what they are paying for and how to approach the FTAC members about it. At their next meeting, the board will be doing a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis.

A decision was made to tell the FTAC members that the Council has concerns about Colvita and to ask for their opinion on the issue. Rich offered to play a role in that as the Council Liaison to the board. The FTAC will also be asked whether they want to renew another one-year contract with Colvita or if they would like to go through a Request for Proposal (RFP) process.

Mike suggested that there be both FTAC's recommendation and staff's recommendation to the Council related to the next steps. Matthew agreed that that might be a better way to judge and weigh the options.

Shannon pointed out that residents in Fruita don't see the bulk of the paid media because it appears in other markets for very specific demographics and it's always been that way regardless of the advertising agency, so that was something to keep in mind.

#### MAYOR MATTHEW BREMAN

Matthew reported that he has had a fair amount of conversation with the Municipal Court Judge and he report back about the dog Ordinance, aligning the Theft Code and some other information about a potential Ordinance related to hate crimes. He said Mike has had conversations with the Police Chief regarding what offenses go to Mesa County District Court versus Fruita Municipal Court. Matthew said he thought it would be worthwhile to have the Chief of Police and the Municipal Court Judge get together to talk through these things so that the Council can give direction on whether to move forward with the Ordinances and how to amend them if necessary.

Matthew stated that he was unaware that Fruita has a City Prosecutor, who reports to the City Attorney. He said the Council may need to include some questions on the evaluations of the City Prosecutor.

Matthew said there were some concerns about the condition of Reed Park and holding the Fruita Farmers' Market there in terms of bathrooms and electricity. He asked if staff was ready for the Market on the upcoming Saturday. Mike explained that everything is close to getting done; the grass will be open and there is a backup generator. He added that there will be port-o-potties as the bathrooms will not be finished yet. Matthew said the answer he kept getting from the Chamber was, "don't worry about it, we're working on it."

Matthew reported that he was at Rural Philanthropy Days earlier in the day and would be going back tomorrow. There are about 380 people participating.

Matthew also reported that he and Mike were flying to Washington, D.C. next week. Part of what they committed to is working on the Strategic Planning session while on the plane and will have more information about that coming up soon. He warned that everybody will have some homework.

Matthew said he continues to work on the Memorandum of Understanding with the Fruita Area Chamber of Commerce but it is not quite ready to share.

Matthew said that Greg in Palisade was a guest speaker in Episode 1 of the Grand Valley Podcast on Spotify. Matthew is going to be the guest speaker for Episode 2.

Matthew asked when the trip to Montrose is for the seven-minute presentation for the DOLA grant Kimberly Bullen mentioned. Mike said it was scheduled for the week of June 24<sup>th</sup>, but the actual date hadn't been set yet.

Matthew received consensus from the other Council members to proceed with the Civility Proclamation.

## **11. ADJOURN**

With no further business before the Council, Mayor Breman adjourned the meeting at 10:59 p.m.

Respectfully submitted,

Deb Woods  
Deputy City Clerk  
City of Fruita