



# FRUITA COLORADO

## CITY COUNCIL WORKSHOP MEETING

Fruita Civic Center

Tuesday, June 25, 2024 at 6:30 PM

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### AGENDA

#### AGENDA ITEMS

1. DISCUSSION ON POTENTIAL TRANSITION TO ADMINISTRATIVE REVIEW OF CERTAIN LIQUOR LICENSE APPLICATIONS (6:30 – 7:00 PM)
2. FRUITA SPECIAL EVENTS OVERVIEW & DISCUSSION (7:00 - 8:00 PM)
3. PROCLAMATION REQUEST - CIVILITY PROCLAMATION (8:00 - 8:15 PM)

#### OTHER ITEMS (8:15 PM)



**FRUITA**  
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**COUNCIL WORKSHOP  
AGENDA ITEM COVER SHEET**

**TO:** FRUITA CITY COUNCIL AND MAYOR

**FROM:** ADMINISTRATION DEPARTMENT

**DATE:** JUNE 24, 2024

**AGENDA TEXT:** Discussion on Potential Transition to Administrative Review of Certain Liquor License Applications (6:30 – 7:00 p.m.)

**PURPOSE**

The purpose of this agenda item is for the City Council and staff to have a discussion on potentially transitioning the approval of certain liquor licensing applications to administrative review, assuming there are no errors with the application and that all conditions can be met. The goal of this discussion is for staff to receive direction from the City Council if staff should move forward with a formal ordinance process making a change, or if no changes should be made.

**BACKGROUND**

At the request of the City Council, staff has been evaluating how liquor license applications are currently processed by other municipalities. Currently in Fruita, the City Council formally approves all liquor license applications, such as new applications, renewals, special event liquor permits, and others. New applications for liquor licenses (or transfers of ownership) are evaluated during an individual public hearing, along with special event liquor permits. Liquor license renewals are generally placed on the consent agenda (unless there are any issues with the application), which also is a public hearing, but not individual to that item.

To help with decision making, and to allow for flexibility of applications in the future, staff has reviewed and is recommending that the City Council transition the approval of certain liquor license applications to Administrative review. This includes all applications apart from new applications. A comparison of other organizations is included with this cover sheet, and as can be seen, all allow some level of administrative review of liquor license applications. This recommendation is for liquor licenses where all conditions for approval have been met, assuming that the conditions can be satisfied and there are no issues. If there are any issues with the application, the application would still go before the application. Further, if an applicant would like to appeal an Administrative decision, that would still go before the City Council.

This will help with the amount of content on each meeting, but will also allow for additional flexibility for special events. For example, if a Special Event has a liquor license and needs to reschedule due to weather or another reason, staff would be able to update that Special Event permit assuming that still all conditions can be met. Although cancellations do not happen often, there has been an example of one in the past year. This has been a request of outside agencies that provide special events.

A comparison of other organizations has been included with this cover sheet as an attachment, and if interested, staff can work on an ordinance process that would staff the transition, and would still be subject to public comment and the first and second hearings. The attachment includes a list of organizations that were evaluated, and the middle column of the chart indicates which type of applications are approved administratively. There are also a few additional notes included.

**ALLOWING ADMINISTRATIVE APPROVALS FOR CERTAIN LIQUOR RELATED APPLICATIONS**

Item 1.

<b>Municipality</b>	<b>Type of Application Approved Administratively</b>
Town of Platteville	Renewals, Transfers of Ownership, Changes of Corporate Status, Changes of Location, Mergers and conversions of retail liquor store licenses into a single drugstore license, Manager Registrations or changes of manager, Changes of Trade Name, Special Event Permits
Town of Silverthorne	Renewals, Modifications of Premises
Town of Mt. Crested Butte	Renewals, Special Event Permits
Town of Fraser	Renewals, Special Event Permits, Changes in shareholders, officers, directors or trade names of a licensee, Changes in manager, Modifications or alternations of licensed premises (provided the alteration does not involve an increase of more than 15% of the useable area)
City of Canon City	Renewals, Special Event Permits
Town of Mead	Renewals, Special Event Permits
City of Central	Transfers of Ownership, Changes of corporate structure, Renewals, Manager registrations, Special Event Permits, Changes of corporate trade name permit, Bed and Breakfast permits, Recertifications of Promotional Association (for Common Consumption Areas)
City of Littleton	Renewals, Modifications of Premises, Changes of Corporate Structure, Transfers of Ownership, Special Events Permits
Town of Elizabeth	All liquor applications including Retail Establishment Permits except if administrative approval is not warranted based on circumstances of a particular application
Town of Johnstown	Modifications of Premises, Reports of Changes, Renewals, Special Events, Transfers of Ownership
City of Boulder	Renewals, Special Event Liquor Permits, Temporary Modifications of premises, Transfers of Ownership, Owner/Officer Changes, Other Report of Changes re: Registered Manager

Town of Vail	Temporary permits pending Transfer of Ownership, Modification to premises, Takeout or Delivery Permits, Open Container or Private Event Permits, Communal Outdoor Dining Area Applications, Festival Permits, Renewals, Transfers of Ownership, Changes of Corporate Status, Changes of Location, Mergers and Conversions of Retail Liquor Store Licenses into a Single Liquor-Licensed Drugstore, Manager Registrations or Changes of Manager, Changes of Trade Name, Special Event Liquor Permits	Item 1.
City of Littleton	Everything administratively approved except new liquor licenses	

Items of Note:

- New liquor license applications still go before Council/Trustees (except Town of Elizabeth)
- Appeals of denials of administrative approvals go to Council/Trustees
- Administrative approvals are only allowed provided that conditions are satisfied or there are no issues
- The Fruita City Clerk’s Office already has the authority to approve Transfers of Ownership with the adoption of Ordinance 2021-12 (If background checks are satisfactory)



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**COUNCIL WORKSHOP  
AGENDA ITEM COVER SHEET**

**TO:** Mayor & City Council  
**FROM:** Mike Bennett, City Manager  
**DATE:** June 25, 2024  
**AGENDA TEXT:** Fruita Special Events Overview & Discussion

**PURPOSE**

The purpose of this discussion is for staff to present an overview of special events occurring annually within the city for context to begin policy-level discussions among Council during this meeting and future meetings related to special events, as requested by City Council. The overview will include discussion of the City's special event review process, quantity of events, road closures due to events, location of events, timing of events, frequency of events, and which events are organized by the city, organized by partnerships, and organized by outside organizers. The overview is to enable City Council to understand the scope of Fruita events, ask any questions they may have, and provide any direction for future discussions related to possible event policies.

**BACKGROUND.**

The City of Fruita is home to numerous events within our community and surrounding areas. The City hosts several events, financially and/or provides in-kind support to larger events, and coordinates the approval and review process for all events on or impacting public property. There are over 30 events scheduled in 2024, with a few of them being multi-day. The 2024 Fruita Special Event Calendar is found on the City's website at the following link:

[https://www.fruita.org/sites/default/files/fileattachments/parks\\_and\\_recreation/page/302/2024\\_events\\_-\\_city\\_of\\_fruita.pdf](https://www.fruita.org/sites/default/files/fileattachments/parks_and_recreation/page/302/2024_events_-_city_of_fruita.pdf)

**City-Run Events.** The City plans and runs 11 events that meet the criteria for a special event. These events are as follows:

- Sweetheart 5k/10k
- Winter Concert in Mulberry
- Mike the Headless Chicken Festival
- Thursday Night Concert in the Parks- 10 dates
- July 3<sup>rd</sup> Fireworks
- Cops and Cars Car Show
- Movie Nights- 4 dates
- Truck and Treat

- Trick or Treat Street (currently provides traffic control, with possible transition to organize it as well)
- Tree Lighting
- Holiday Craft Fair

This list does not include the E-Recycle Day and Spring Clean-up. The City hosts many other events within our parks and recreation programs and City facilities.

The 2024 Budget allocates \$158,600 for events, not including personnel costs for multiple departments, as depicted in the visual below (personnel line items only capture minor part-time costs, not fulltime):

## Parks and Recreation Department Special Events

<b>EXPENDITURES</b>	<b>2021 Actual</b>	<b>2022 Actual</b>	<b>2023 Budget</b>	<b>2023 Estimated</b>	<b>2024 Budget</b>	<b>% Chg.</b>
Personnel Services, Salaries	\$ 10,541	\$ 27,211	\$ 28,375	\$ 28,250	\$ 5,325	-81%
Personnel Services, Benefits	2,802	8,446	9,200	9,200	625	-93%
Purchased Professional Services	18,352	26,370	31,400	35,320	42,400	20%
Other Purchased Services	1,300	1,715	2,650	2,150	2,500	16%
Supplies	28,195	36,680	46,750	46,610	48,750	5%
Operating Expenses	\$ 61,190	\$ 100,422	\$ 118,375	\$ 121,530	\$ 99,600	-18%
Capital	9,884	-	-	-	10,000	N/A
Special Projects	18,262	32,415	44,000	34,900	49,000	40%
<b>Total Expense</b>	<b>\$ 89,336</b>	<b>\$ 132,837</b>	<b>\$ 162,375</b>	<b>\$ 156,430</b>	<b>\$ 158,600</b>	<b>1%</b>

**General Event Information.** Annually, there are seven large events that close Aspen Street for one or more days. In addition, Girls on the Run has a significant impact to traffic on the North side of Fruita during the same weekend as Fat Tire Fest and CO2UT. These three events bring over 5,000 people into the City on Saturday.

Annually, there are seven running events at various locations around the City, and also seven biking events at various locations around the City. There are 35 days of events on Civic Center Property annually.

**Special Event Permit Process.** The City’s Planning & Development Department, under the direction of Special Projects Coordinator, Matt Carson, oversees the special event application process, and is the point of contact for all outside events coordinating the internal review of multiple departments. It is our goal that community events fit within the community values and that event organizers, as well as participants in events have a true Fruita experience while in the community. Information on the process for obtaining a special event permit is found on the City’s website at the following link: <https://www.fruita.org/parksrec/page/special-events>.

**Fruita Tourism Special Event Sponsorships.** The Fruita Tourism Advisory Council reviews sponsorship applications annually to recommend approval to City Council for funding. In 2024, \$41,500 was approved for the following events:

- Fruita Fall Festival - \$7,500

- Fruita Fat Tire Festival and 18 Hours of Fruita - \$5,000
- Co2UT and Rexy Gravel Bike Races - \$5,000
- Kids Adventure Games - \$5,000
- Co. Riverfront Concert Series - \$4,000
- Mike the Headless Chicken Festival - \$4,000
- Thursday Night Concert Series - \$4,000
- Fruita Farmers & Makers Market - \$2,500
- Roam Fest Fruita - \$2,000
- Rim Rock Rodeo - \$1,000
- Winter Concert - \$1,000
- Military High School Graduate Recognition Event - \$500

***Fruita Chamber of Commerce – City Event Partnerships.*** The Fruita Area Chamber of Commerce hosts five significant events within the community, the largest being Fruita Fall Fest. The City and the Chamber partner on several events. As noted above, the Fruita Tourism sponsorships include \$10,000 for Fall Fest and Farmers & Makers Market. The following are recent estimates of City staff in-kind assistance with Chamber events, broken out separately by the Public Works and Parks & Recreation departments (not including Matt Carson’s time):

### **Public Works support for Chamber**

#### **Parade of Lights**

- Parade of lights - 15 staff member @ \$ 35/hr. for 4 hours cost is \$2100.
- Pre stage traffic control & pickup 4 staff member @ \$ 30/hr. for 8 hours cost \$960.
- TCP review for the parade, 1 staff member @ \$35/hr., cost is \$35.
- Meeting with Chamber for parade of lights 2 staff member 1 hour @ \$35/hr. cost \$70.
- 30 Barrels @ \$3 each \$90
- 27 type III @ \$5 each \$135
- 60 warning & event signs @ \$5 each \$300

Total event cost \$3,685

#### **Fruita Fall Festival.**

- TCP review 1 staff member @ \$35/hr., cost is \$35.
- Festival meeting 2 staff members 1 HR @ \$35/hr. cost \$70.

Total event cost \$105.

#### **Trick or Treat Street.**

- 4 staff members to set up & tear down traffic control @ \$ 30/hr. for 4 hours, cost is \$120
- Review of TCP 1 staff @ \$35/hr. cost is \$35.
- Pre stage traffic control & pick up 2 staff members @ \$30/hr. for 1 hour cost is \$60.
- 2 staff members for Trick or Treat Street meeting @ \$35/hr. for 1 hour cost is \$70.
- 4 barrels @ \$3 each \$12
- 10 type III barricade @ \$5 each \$50
- 21 warning signs @ \$5 each \$105

The total event cost is \$452.



Total cost of all events is \$4,242.00.

**Building Maintenance**

**Monthly maintenance** **Month** **Year**

- Sump pump & HVAC inspection 30 minutes per month. \$9.25  
\$111.00/annually

**Annual Maintenance**

Gutter cleaning two men 4 Hour \$53.50 per hour \$214.00/annually  
 Exterior repair one man 40 hours \$18.50 per hour \$740.00/annually

Total hours 54 hours  
 Total cost \$1,065.00

**Total Public Works contribution: \$5,307**

**Parks and Recreation support for Chamber**

**Parade of Lights**

- Parade of lights - 1 staff member @ \$ 35/hr. for 4 hours cost is \$140.

Total event cost \$140

**Fruita Fall Festival.**

- Provide white fencing for beer garden - 1 staff member @ \$ 25/hr. for 1 hour cost is \$25
- Electrical set up for festival – 2 staff members 2 HR @ \$25/hr. cost \$100.
- Electrical on-call and generator fuel for festival – 2 staff members 1 HR @ \$35/hr. cost \$70.
- Festival meeting 2 staff members 1 HR @ \$25/hr. cost \$50.
- 2023 required 20 hours of overtime for the event based on needs. 20 hrs @35/hr. cost \$700
- Co-ed Softball Tournament – field rented at partner rate. \$600

Total event cost \$945.

**SD51 Facility Rental Assistance.**

- Rental assistance - 1 staff member @ \$ 30/hr. for 1 hours cost is \$30.

Total event cost \$30.

**Small Business Saturday and Tree Lighting Event.**

- 6 staff members to light downtown at the same time @ \$ 35/hr. for 2 hours, cost is \$420
- Use of propane heaters and filling 6 propane heater tanks – 6 tanks at \$20 cost is \$120

The total event cost is \$540.

**Farmers Market at Reed Park.**

- Event set up providing extra trash cans - 1 staff member @ \$ 25/hr. for 2 hours cost is \$50.
- Event clean up - 1 staff member @ \$ 25/hr. for 2 hours cost is \$50.

- Multipurpose grass space \$25/hr for 6 hours for 20 weeks cost is \$3000

The total event cost is \$3100.

**Rural Philanthropy Days at the FCC.**

- All meeting rooms for June 5<sup>th</sup> \$360
- All meeting rooms for June 6<sup>th</sup> \$240
- Gym on June 5<sup>th</sup> for community fair from 12:00 pm to 4:00 pm – There is no fee as we typically don't allow this for reservations.

The total event cost is \$600.

**Basket for upcoming silent auction.**

- Basket with FCC items and pass valued at \$150

The total event cost is \$150.

**Fruita Area Chamber of Commerce Landscaping.**

- Mow, trim, irrigation, cleanup, trees, general landscape maintenance - 1 staff member @ \$ 25/hr. for 4 hours per week cost is \$3000.
- Snow removal as needed

The total event cost is \$3000.00.

Total cost of all events is \$8505.00.

**Total Parks and Recreation contribution: \$8,505**



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**COUNCIL WORKSHOP  
AGENDA ITEM COVER SHEET**

**TO:** Mayor & City Council  
**FROM:** Mike Bennett, City Manager  
**DATE:** June 25, 2024  
**AGENDA TEXT:** Civility Proclamation Request

**PURPOSE**

For City Council to review the draft Civility Proclamation and offer any feedback or direction prior to placement on a future City Council meeting.

**BACKGROUND**

As noted on the Colorado Municipal League (CML) website, “Colorado Municipal League (CML) is leading a statewide campaign through the 2024 CML President’s Civility Initiative – *Civility Starts Here*. This initiative aligns with CML’s mission to provide advocacy, information, and training support for exceptional municipal governance, with a specific focus on fostering respect in Colorado local governments, one conversation at a time.

Municipal leaders and employees play a crucial role in fostering respectful dialogue. There are few, if any, issues local leaders face that are currently more important than learning how to combat the damaging effects of incivility, as it can undermine effective decision-making, erode community trust, and hinder one’s ability to serve the public good. Imagine communities transformed by civil discourse - more engaged, more collaborative, more invested in the future of Colorado.”

The CML web page is found at: <https://www.cml.org/home/topics-key-issues/civility-starts-here>

At the June 4, 2024, City Council meeting City Council asked staff to draft a Civility Proclamation that references the City Council Norms of Conduct, CML Civility Campaign, and the statement the Mayor read at the beginning of the same meeting:

*Managing a city involves considerable effort and collaboration, and it's inevitable that disagreements will arise among council members, staff, and the public. While it's natural to feel passionate, and sometimes even frustrated, during these discussions, we must remember that threats, either direct or indirect against anyone—whether a council member, 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: any incidents 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 toward people. We strive to resolve challenges fairly and effectively, no matter how daunting they may seem. Let's remember that we must work together, respecting each difference of opinion as an opportunity to work together and strengthen our community.*

***Draft Proclamation Language:***

**Fruita Civility Proclamation**

**WHEREAS**, Civility is the steadfast practice of respect, even in disagreement, that fosters constructive dialogue and connection, recognizing the inherent dignity of every person; and

**WHEREAS**, Building a strong and united community with effective governance requires respectful dialogue and collaboration; and

**WHEREAS**, The City of Fruita prioritizes civility in all aspects of municipal work by practicing conduct that aligns with the City of Fruita's City Charter, core values, norms of conduct, code of ethics, annual Inclusivity Proclamation, and the Fruita City Council Handbook; and,

**WHEREAS**, these practices shed light on the importance of respecting Municipal government as nonpartisan, how individuals have different learning styles and backgrounds, and how the City of Fruita prioritizes transparency, respect, inclusivity, and collaboration; and,

**WHEREAS**, the Fruita City Council understands and recognizes the special role they are in and how modeling open, free, and respectful debate is an important part of maintaining public trust and representing the community; and

**WHEREAS**, Fruita City Council pledges to listen actively and openly, promote respectful debate, value collaboration, treat all with respect, model constructive leadership, and hold themselves accountable; and

**WHEREAS**, the Fruita City Council expects residents to participate in local government with these values in mind; and

**WHEREAS**, the Fruita City Council acknowledges managing a city involves considerable effort and collaboration, and it's inevitable that disagreements will arise among council members, staff, and the public. While it's natural to feel passionate, and sometimes even frustrated, during these discussions, we must remember that threats, either direct or indirect against anyone—whether a council member, 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: any incidents will be thoroughly documented and, if warranted, prosecuted; and

**WHEREAS**, in Fruita, we are committed to upholding our core values: being tough on issues while maintaining kindness toward people. We strive to resolve challenges fairly and effectively, no matter how daunting they may seem. It's important remember that we must work together, respecting each difference of opinion as an opportunity to work together and strengthen our community; and,

**WHEREAS**, in order to publicly declare its commitment to civility, the Fruita City Council has determined to adopt this resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRUITA, COLORADO, THAT:

**THE FRUITA CITY COUNCIL RECOGNIZES THE IMPORTANCE OF PRACTICING CIVILITY IN ALL AREAS OF LOCAL GOVERNMENT AND STRIVES TO BE ROLE MODELS OF CIVILITY AND EXPECTS, BUT WILL ALSO HELP, COMMUNITY MEMBERS PRACTICE CIVILITY TO ENSURE HEALTHY DISCOURSE TO SUPPORT THE FRUITA COMMUNITY INTO THE FUTURE.**