

**FRUITA CITY COUNCIL
REGULAR MEETING
AUGUST 16, 2016**

1. INVOCATION AND PLEDGE OF ALLEGIANCE

A moment of silence was observed in lieu of the Invocation and the Pledge of Allegiance was recited.

2. CALL TO ORDER AND ROLL CALL

Council members present were Bruce Bonar, Dave Karisny, Kyle Harvey, Ken Kreie, Joel Kincaid and Louis Brackett. Mayor Buck called the meeting to order at 7:04 p.m.

3. AGENDA – ADOPT/AMEND

Mayor Buck asked if there were any corrections or additions to the agenda. There were none.

- **COUNCILOR BONAR MOVED TO APPROVE THE AGENDA AS PRESENTED. COUNCILOR KARISNY SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

4. PROCLAMATIONS AND PRESENTATIONS

A. PRESENTATION – GRAND JUNCTION ECONOMIC PARTNERSHIP (GJEP) UPDATE FROM KRISTI POLLARD

Kristi Pollard gave an economic update with a PowerPoint presentation that included results of some of the things that GJEP has been working on and some opportunities for the continued partnership with the City of Fruita. Highlights were:

- GJEP currently is working with 94 Active Prospects and 71 Active Leads
- GJEP has assisted 22 local businesses with expansion/job growth projects in 2015 and 15 assists in 2016
- GJEP has worked with a total of 57 new companies in 2015 and 54 new for 2016
- The industry most represented is Outdoor Industry Product Manufacturing (26%)
- IT/Tech and Agriculture/Food/Beverage are the next most represented (15% each)
- The Jump Start Program (started in January 2016) has resulted in 7 new companies in Mesa County as of July (4 manufacturing, 1 software, 1 GIS mapping, 1 forensic laboratory)
- The Jump Start Program will have created 456 new jobs by 2020
- The Jump Start Program has generated a minimum \$18.8 million in new annual salaries

Ms. Pollard noted that Mesa County was the first and is currently the only county in the state to have companies enrolled in the Jump Start Program. Montrose has also been approved as one of the three counties for the pilot Jump Start Program.

Ms. Pollard reviewed some of the activities and efforts of GJEP's collaboration with Fruita, some of which include:

- Marketing collaboration opportunities
- Governor's visit in May
- Grand Day video (grandday.co.com)
- Foreign Trade Zone
- Tradeshow delegations (Outdoor Retailer and Interbike)
- Marketing of Greenway Business (Industrial) Park
- Continued efforts through Economic Development Partners
- Upcoming dealer show
- Working with 4 prospects who want to locate in Fruita

Ms. Pollard noted that Governor Hickenlooper had talked about the fact that Mesa County is one of the counties with the most opportunities for growth in the next couple of years in the state.

Ms. Pollard stated that when she and the Fruita Mayor, City Manager and Parks and Recreation Director went to the Outdoor Retailer tradeshow in Salt Lake City, they had the opportunity to meet with a company that has great potential for locating in Fruita. She explained that a Foreign Trade Zone is something that the Grand Valley as a community hopefully will be able to work together to establish.

Ms. Pollard stated that there were 75 businesses on the list that she, the Mayor and City staff wanted to target at the Outdoor Retailer show and they were able to accomplish that plus a few more and also walked away with a major prospect that wants to move by November.

Ms. Pollard noted that at the Outdoor Retailer trade show, she and the City Manager also had the opportunity to visit with the Trade Association, which resulted in a bicycle dealer show coming to the Grand Valley in May of next year.

Ms. Pollard stated that the Greenway Business Park is the only shovel-ready property in Mesa County currently and GJEP has used this as an opportunity to market Fruita.

Ms. Pollard handed out several publications to the Council containing ads for Fruita and the Industrial Park.

Ms. Pollard said that the Economic Development Partners include all the Mesa County municipalities, the Chambers, Colorado Mesa University and others. They meet on a pretty regular basis and will be meeting again in the next couple of days to dig more into the Foreign Trade Zone concept and how the team can collaborate on the development of that zone. The Economic Development Partners also continue to look at the subject of sustainable funding for economic development.

GJEP is talking to an existing business that has gone out of their way to specify their interest in Fruita, which Ms. Pollard said speaks well for the City's elected leaders and for what the Fruita community has to offer.

Ms. Pollard continued that in the past year, some of the funding that the City of Fruita has contributed to GJEP has been invested in a prospecting tool that provides names and e-mail addresses of businesses outside of Colorado that are interested in western Colorado. There are 2,000 targeted business decision makers and those people are selected within the six industry clusters. These businesses are being targeted through a variety of different methods such as video trailers, "Expert Advice," and Industry Marketing Messages, which is where professionals from the outdoor and tech industry talking about why their business has flourished. Ms. Pollard explained that these CEO-level business people will get an e-mail and GJEP can track whether they are opening it and if they don't show any interest, the business falls off the list after three tries. New names are then added to the list.

Ms. Pollard said that just two weeks ago, GJEP received a list of over 75 businesses who have gone in and looked at GJEP's messages at least four times, so GJEP is following up with them with additional information about Mesa County. She said this tool allows GJEP to be much more targeted in their business recruiting efforts.

Ms. Pollard reviewed six trade shows that GJEP has attended since the first of the year, as well as a few more that are coming up. The City of Fruita will be joining GJEP at the Interbike Trade Show in Las Vegas, NV September 16 through 18th. Other upcoming tradeshow include the NBAA Aviation Trade Show in Florida in November and the BIOMEDevice Trade Show in California in December.

Ms. Pollard said that as GJEP builds its budget for next year, they are looking for some new opportunities, particularly with the outdoor industry. She noted that some of the trade shows that GJEP is attending are very specific to camping gear or cycling, but they also want to look for trade show opportunities for hunting and fishing as well.

GJEP has spent (to date) a total \$74,854 in advertng dollars in print, social media, radio and television. GJEP has a full built-out Communications and Marketing Plan that Ms. Pollard said she would be happy to provide to anyone who is interested in it. She said that the message is very focused around targeted industries and Colorado's quality of life, and the Jump Start Program is a "sub-message" of each and every one of the different ads because GJEP knows that it will impact folks in every single industry.

Ms. Pollard said that GJEP is trying to drive people to either their website, or three other websites where they can track visitors and follow up with them about doing business in western Colorado. The other websites include:

- JumpStartMesaCo.com
- GrandValleyCO.com
- WestCOEconomicSummit.com

Ms. Pollard stated that GJEP hosted their first annual Economic Summit on June 1st and 400 people were in attendance talking about different issues impacting business and economics in western Colorado.

GJEP will be launching a new website next month that will be much more user friendly with lots of maps and photos that will take people to the content that they are looking for.

GJEP has developed two industry specific brochures and is working on the creation of the other four targeted industries. They are also doing industry spotlight videos where they are talking to professionals in each of the industries. The videos will be used for e-mail prospecting and will also be posted on GJEP's website. Ms. Pollard said this is a tool for GJEP to let the professionals in those industries talk about why they have thrived in western Colorado.

Ms. Pollard continued that GJEP has started "Leader to Leader" meetings. These are monthly meetings with CEO-level decision makers from businesses all over the Grand Valley. It is an opportunity for these folks to come together and talk about what they should be doing as a community to support economic development.

Ms. Pollard said that GJEP is very excited about the opportunity for being able to recruit new businesses using Foreign Trade Zone.

Ms. Pollard said she wanted to reiterate how much GJEP appreciates the City of Fruita because the team is easy to work with and always accessible. She said that GJEP would love to request that the City of Fruita consider them in the budget for this year. GJEP will also be submitting an application for support in 2017.

Ms. Pollard asked the Council if they had any questions.

Councilor Karisny asked if any manufacturing companies that GJEP has talked to have given any indication of what their salary ranges will be for their employees. Ms. Pollard said that they have, and if they are trying to qualify for any sort of tax or cash incentives, they have to spell those salaries out. She said it varies from industry to industry but the mid \$50,000 is the general average. She also gave an example of a new energy company that is manufacturing a new technology for oil shale and they are paying upwards of \$70,000 and \$80,000 per year.

Councilor Karisny said that it was his understanding from the Colorado Business Economic Outlook Study (that was done either through Colorado Mesa University or Colorado University) that the results of the study were that manufacturing salaries are currently at about \$11 to \$15 per hour.

Ms. Pollard responded that the study that Councilor Karisny referred to was done by the CU Leeds School of Business, who got that average of hourly wages from the Mesa County Workforce Center, while the numbers she was referring to were related to the Jump Start manufacturing companies. Ms. Pollard said she could research further and give the City Council the 2016 numbers from the Workforce Center, who calculates those on a quarterly basis by industry. She further explained that manufacturing is broken out into several different types such as energy.

Councilor Karisny asked if the Fruita City Council would be given the information about the specific manufacturing companies that are interested in Fruita.

Mayor Buck explained that if the company has applied through the Jump Start Program or through tax incentives and other assistance, then the City Council should be able to get that information ahead of time.

Ms. Pollard said she would contact the Workforce Center and ask them if they can isolate the City of Fruita from Mesa County to come up with an hourly average wage.

Councilor Karisny said that his interest was more about the new businesses coming into Fruita and who those people would be that would pursue manufacturing jobs that pay between \$11 and \$15 per hour. He continued that as a municipality, he wondered what kind of additional services the City might have to provide if \$11 to \$15 per hour doesn't quite make it as a living wage.

Ms. Pollard responded that most of the new companies haven't submitted their financial numbers, but the Jump Start Program is the best frame of reference for companies that they are working with right now. She noted that the Workforce Center's numbers are more of a census and that she would look into the matter further to get some numbers to the City Council.

Mayor Buck stated that Ms. Pollard has taken over and generally feels that economic development is a collaborative team effort valley-wide, whereas in the past, it was very Grand Junction-centered. She said Fruita appreciates being included in the conversations and being highlighted in other ways as well. Mayor Buck said Fruita looks forward to the continued relationship with GJEP for many years.

B. PROCLAMATION – PROCLAIMING AUGUST 25, 2016 (105TH BIRTHDAY OF HELEN LAMM) AS “HELEN LAMM DAY” IN THE CITY OF FRUITA (REQUESTED BY FRANK LAMM, SON)

Mayor Buck read the Proclamation, which was accepted by Helen Lamm.

C. RECESS – BIRTHDAY CAKE AND REFRESHMENTS FOR HELEN LAMM'S 105TH BIRTHDAY

At 7:29, the Fruita City Council went into recess for cake and refreshments. The meeting reconvened at 7:45.

5. PUBLIC PARTICIPATION

There were no comments from the public.

6. CONSENT AGENDA

A. MINUTES – A REQUEST TO APPROVE THE MINUTES FROM THE AUGUST 2, 2016 CITY COUNCIL MEETING

- B. LIQUOR LICENSE RENEWAL – A REQUEST TO APPROVE THE RENEWAL OF A 3.2% BEER LICENSE FOR CITY MARKET LOCATED AT 135 S. PLUM**
- C. LIQUOR LICENSE MODIFICATION OF LICENSED PREMISES – A REQUEST TO APPROVE A MODIFICATION OF LICENSED PREMISES FOR FRUITA LIQUOR MART LOCATED AT 423 E. HIGHWAY 6 & 50 (EXPANSION INTO ADJACENT UNIT)**
- D. SPECIAL EVENT LIQUOR LICENSE PERMIT APPLICATION – A REQUEST TO APPROVE A SPECIAL EVENT LIQUOR LICENSE PERMIT FOR THE MUSEUM OF WESTERN COLORADO TO SERVE BEER AND WINE AT THE “FEAST OF SKULLS” RECEPTION FOR DINOSAUR DAYS ON SATURDAY, AUGUST 27, 2016 FROM 5:00 PM TO 12:00 AM**
- E. JULY 2016 FINANCIAL REPORTS – A REQUEST TO APPROVE THE JULY 2016 FINANCIAL REPORTS**
- F. RESOLUTION 2016-31 – A REQUEST TO APPROVE A RESOLUTION SUPPORTING A FEDERAL MINERAL LEASE DISTRICT (MFLD) GRANT APPLICATION FOR CONSTRUCTION OF THE NORTH ASPEN ALLEY IMPROVEMENTS**
- G. ORDINANCE 2016-13 – FIRST READING – AN INTRODUCTION OF AN ORDINANCE TO QUIT CLAIM A 20-FOOT WIDE STRIP OF LAND LOCATED ON THE SOUTH SIDE OF PROPERTY ADDRESSED AS 241 S. SYCAMORE STREET TO THE CURRENT PROPERTY OWNER IN EXCHANGE FOR A PRIVATE UTILITY EASEMENT AGREEMENT FOR PUBLICATION OF PUBLIC HEARING ON SEPTEMBER 20, 2016**

Mayor Buck opened the public hearing on the Consent Agenda. Hearing no comments from the public, she referred back to the City Council.

- COUNCILOR KINCAID MOVED TO APPROVE THE CONSENT AGENDA AS PRESENTED. COUNCILOR BRACKETT SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

7. PUBLIC HEARINGS

A. COMMUNITY DEVELOPMENT DIRECTOR DAHNA RAUGH

- 1) US TRACTOR & HARVEST INC. SITE DESIGN REVIEW – A REQUEST TO APPROVE THE SITE DESIGN REVIEW FOR A 31,500 SQUARE FOOT BUILDING FOR AGRICULTURAL EQUIPMENT SALES AND SERVICE INCLUDING LARGE AREAS OF OUTDOOR DISPLAY ON APPROXIMATELY 15 ACRES LOCATED AT 1984 HIGHWAY 6 & 50 ZONED GENERAL COMMERCIAL**

Scott Van Horn, co-owner of US Tractor & Harvest, Inc. stated that they were proposing a 31,500 square foot facility located at 1984 Highway 6 & 50. Mr. Van Horn showed photos of a US Tractor building located in Montrose, which is exactly the same building proposed in Fruita. He pointed out the front (retail) area of the building, as well as the shop in the back.

Mr. Van Horn also showed photos of their store located in Monte Vista, which is the same concept as the building proposed in Fruita with brick and stucco combination on the front and a steel building in the back. He said this type building fits the industry standard and is pretty much what all implement dealers have.

Mr. Van Horn said that they were asking for some lenience with the Fruita Land Use Code because it really would not be cost-effective to stucco such a large building, which is built to be expandable.

Mr. Van Horn explained that the colors of the building are all natural and are nothing flashy or metallic. He added that their lots are all landscaped.

Community Development Director Dahna Raugh gave staff's presentation.

Mrs. Raugh said that the request was for Site Design Review approval, although staff usually approves Site Design Review applications. She said the reason this one was before the City Council was because the applicants have asked for an adjustment to the design standards of Chapter 11 of the Fruita Land Use Code.

The design standards acknowledge that there are characteristics of development other than the site placement and use of buildings that can strongly impact the economic stability and morale of the community. Mrs. Raugh continued that knowing that even the best written Codes can't address every possible type of development application a City might see, Chapter 11 does provide a lot of flexibility for those design standards. She continued that staff can review and approve an application with a certain amount of flexibility, but if it goes further, it requires approval by the City Council at a public hearing.

Mrs. Raugh stated that the biggest issue with the application is the finish material of the building, which is primarily a metal exterior, while the Fruita Land Use Code requires anything but metal as the primary exterior material. The roof can be metal as long as it is not reflective, but most of the rest of the building is supposed to be something other than metal with metal used only as an accent.

Mrs. Raugh said that in addition to that particular issue, there are several other exceptions that were being requested. One is that there are several areas of blank walls on the building, but the Land Use Code requires that the building have some visual interest. She said that if blank areas measure more than 800 square feet, there needs to be something to make it not 800 square feet of blank space.

Mrs. Raugh said that also, the building is placed more than 40 feet from the highway without a civic amenity and there are no bicycle and pedestrian accommodations between the highway and the building.

Mrs. Raugh said that the proposed building is on the end of Highway 6 & 50 towards the end of the city limits. There are no pedestrian or bicycle accommodations, but it is rare to see a bicyclist or pedestrian that far out on Highway 6 & 50, so staff believes that the Land Use Code will support the building being further back without having the requirement of bicycle and pedestrian accommodations from the highway into the site.

Mrs. Raugh noted that there is a bicycle rack proposed, so if somebody does ride a bike there, there is at least a place to park it.

Around the building are display areas for the agricultural equipment and staff believes that the landscaping that is proposed along with the equipment does provide the visual interest that Chapter 11 of the Land Use Code is trying to accomplish.

Mrs. Raugh said that the main issue is the finished exterior material of metal and several blank walls. She said that in looking at what has been approved in the past in the City of Fruita (especially along Highway 6 & 50), the design standards become more important the closer into the City that the buildings are. She said when you move further away from those areas where this is less bicycle and pedestrian traffic and there is fast-moving traffic, the design standards become a little less important, but they are still very important.

Mrs. Raugh stated that the closest commercial building to the proposed site is the Fruita Storage buildings, which are all metal exterior with lots of garage doors. She said these don't look very nice. There are several other all metal buildings between the subject property and the center of the City, which is why the Land Use Code (both the current version and the previous one) have these design standards.

Mrs. Raugh said that one of the buildings close to the subject property is currently called the "Cowboy Church," which was originally built in 2004 as a furniture store. The original proposal for this building was an all-metal building, but the City required stucco and some other details on the front to try to improve its appearance.

Mrs. Raugh said that taking all of this into consideration, what the requirement of the Land Use Code is and the reasons for what the Land Use Code says, staff is recommending that the development be approved with the condition that all issues in the staff report and all review comments are adequately resolved, specifically with the exterior material being just under 50% metal. Staff thinks that the Land Use Code does support that; that the intent of the design standards is still met.

Mrs. Raugh stated that the areas of blank walls are mainly towards the rear of the building, but with additional landscaping, that issue can also be resolved (staff believes) to the satisfaction of the Land Use requirements.

At the time of the Planning Commission public hearing, staff had received no public comments, but at the Planning Commission public hearing, several people (property owners in the area) spoke out with concerns about traffic on the highway, noise, lights and irrigation. None of these were big issues in staff's review because the application can meet or does meet all of the requirements

regarding all of those issues. Staff is well aware of the irrigation that runs through the property that serves other properties and this will be addressed with the development of the property. Staff has still not received any written comments to date.

At the Planning Commission public hearing, the Commission voted 5 to 1 in favor of recommending approval of the proposed application with the conditions recommended by staff and the Planning Commission comments. Commissioner Schaefer was the one dissenting vote because he believes that the Code requirements are cookie-cutter standards which shouldn't require a large building to have a stucco exterior, so the Code should be amended instead.

This concluded staff's presentation.

Mayor Buck opened the public hearing on the Site Design Review application for US Tractor & Harvest, Inc. Hearing no comments, she closed the public hearing and brought it back to the applicant for any rebuttal he might have.

Mr. Van Horn noted that the setback of the building is 320 feet off of the highway, so he wasn't sure how much people would be able to tell if the entire building was stucco or not; reiterating that this was not a cost effective option. He added that on the sides, there would be displays covering a majority of the building.

Councilor Kincaid asked to see the photos of the other buildings that US Tractor has and Mr. Van Horn put them up on the overhead.

Mayor Buck said she thought that the proposed Site Design was very appropriate for the highway.

Councilor Bonar noted that staff was requesting slightly above 50% of the exterior to be non-metal. He asked where the 50% of the non-metal would go on the building. Mr. Van Horn said he wasn't sure, but he thought they could do some stucco on the front and somewhat down the sides, along with brick.

Councilor Brackett asked if the applicant was aware of the concern regarding the irrigation. Mr. Van Horn said that he was and it would be addressed.

Mayor Buck asked if staff was okay with having a little bit of brick and glass in the front (but no stucco) and some landscaping. Mrs. Raugh responded that staff was recommending that at least 50% of the whole building be something other than metal because when people would drive down the road, they would see all sides of the building. She said it might not be so important in the very back because only the neighbors would see that.

Councilor Karisny asked to see the aerial view that showed the front of the building and the back.

Mr. Van Horn asked the Council to bear in mind that the speed limit right there is 55 miles per hour.

Councilor Karisny noted that the applicant had said that the front of the building was where a showroom and offices would be and then the back would be more of the bays and repair areas. Mr.

Van Horn confirmed this to be correct and pointed to an area that may be expanded in the future (near the back).

Councilor Karisny stated that in the applicant's narrative, they had indicated the possibility of doing some kind of mural or more landscaping or something. He said he had seen a lot of these same kinds of buildings in Iowa because of all the corn farming.

Mr. Van Horn said a potential mural would have some type of agricultural theme to help with the 800 square feet of blank space if that were an issue.

Councilor Karisny asked if the brick were wrapped around the front office/showroom area and left the service area all steel, where would the landscaping be placed?

Mr. Van Horn said that there are areas on the sides of the building where landscaping could go.

An unidentified audience member stated that there is a spot on the west side of the building between the showroom door and the parts department for potential landscaping. He added that the proposed building is 320 feet from the blacktop of Highway 6 & 50 at its north edge, which is more than a football field length. He said that at 55 miles per hour, he didn't know what people could see other than tractors on display and that he wasn't sure that far back that people would recognize what the building material was made of.

The audience member continued that the apparent plan was to start from the south elevation, which faces the highway and the stone would wrap around the corners of the front of the building for about four feet or so.

Councilor Karisny asked what the distance would be to wrap the stone all the way to the bay area.

The audience member responded that the issue with that is to put stone on the building, it would cost \$22 per square foot, to stucco it, it would cost \$9 per square foot and metal siding is \$3 per square foot, so it is cost effective to proceed in that (the metal) direction.

Councilor Bonar asked where the farm equipment was going to be on display. He asked that if a person was driving at a legal highway speed down 6 & 50 and the building is 300 feet away, and from eye-height in a vehicle, where would the equipment create a visual block of the metal building?

Mr. Van Horn said the display equipment would be placed pretty much all along the highway and the whole front of the lot; that's why they did the setback for far. He said the equipment sits up twelve feet high and would definitely block a lot of the view of the building. He added that if equipment was placed along the sides of the building, the sides couldn't really be seen.

Mayor Buck said that she was almost thinking that the requirements of the Land Use Code being applied in this area was a little excessive, so she would be okay with the proposed elevations. She added that she liked the idea of a mural just because Fruita is kind of an artsy, interesting community and she would like to promote that in some kind of agricultural way. Mayor Buck said

she didn't really see a reason to stucco 50% of the building or do anything other than what the applicant was proposing because it seemed very appropriate for that area.

Councilor Bonar said that given the setback distance of 300 plus feet off of the highway and then having a lot of other visual aspects (display equipment) between the building and the highway, he thought this was a place where a strict application of the design standards is not appropriate, particularly since the site is at the far east end of the city limits.

Mayor Buck added that with 30 trees and 150 shrubs added in, it would look fine.

- **COUNCILOR BONAR MOVED TO APPROVE THE US TRACTOR & HARVEST SITE DESIGN REVIEW APPLICATION WITH THE CONDITION THAT ALL REVIEW COMMENTS AND ISSUES IDENTIFIED IN THE STAFF REPORT MUST BE ADEQUATELY RESOLVED BEFORE A PLANNING CLEARANCE FOR A BUILDING PERMIT IS ISSUED BUT THAT THE REQUIREMENT FOR 50% OR MORE OF THE EXTERIOR SURFACE TO BE NON-METAL IS WAIVED IN THIS PARTICULAR CASE. COUNCILOR BRACKETT SECONDED THE MOTION.**

Councilor Kreie requested to discuss the motion. He wondered if the motion said that the 50% requirement was waived, then the applicant wouldn't have to put anything on the building except metal.

City Manager Mike Bennett said that one thing that staff liked about the proposal was the stone in the front up to a certain point, so perhaps maintaining this from the original proposal would be good in the motion.

- **COUNCILOR BONAR AMENDED THE MOTION TO INCLUDE THAT WAIVING THE 50% IS CONTINGENT UPON THE CONSTRUCTION BEING CONSISTENT WITH THE ELEVATION SHOWN TO THE CITY COUNCIL, THAT BEING THE STONE AND GLASS FRONT SUCH AS WAS SHOWN ON THE BUILDING IN MONTROSE. COUNCILOR BRACKETT SECONDED THE AMENDED MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

- 2) **ORDINANCE 2016-10 – SECOND READING – A REQUEST TO APPROVE AN ORDINANCE AMENDING SECTION 17.41.040(X), TEMPORARY OFF-PREMISE SIGNS, OF THE FRUITA LAND USE CODE**

Community Development Director Dahna Raugh stated that the Sign Code was recently amended specifically to deal with the off-premise signs that were popping up downtown. The language adopted for this amendment specifically states:

Temporary, Off-Premise. In lieu of two on-premise temporary signs, one temporary off-premise portable freestanding sign is permitted in the public right-of-way directly abutting the subject

property per each business or institutional use as long as the signs meet the following requirements:

The rules permit two temporary on-premise signs and this language requires that if a temporary off-premise sign is use, NO temporary on-premise signs are permitted. Staff believes that the Council intended the changes to allow one temporary off-premise sign in lieu of ONE temporary on-premise sign.

To correct this potential error, the language should be amended to read:

In lieu of ONE on-premise temporary sign, one temporary off-premise portable freestanding sign is permitted in the public right-of-way directly abutting the subject property per each business or institutional use as long as the signs meet the following requirements:

Mrs. Rough stated that Ordinance 2016-10 – Second Reading – reflects this correction.

Mrs. Rough stated that the Ordinance did go to the Planning Commission and was approved on the Consent Agenda with no discussion. Staff received no public comments and there are no review agency issues.

Mayor Buck opened the public hearing on Ordinance 2016-10 – Second Reading. Hearing no comments, she referred back to the Council.

Mr. Bennett added that the way the language was being clarified is the way it was explained to the downtown businesses, so it was more of a grammatical clarification to avoid potential future problems.

- **COUNCILOR BONAR MOVED TO APPROVE ORDINANCE 2016-10 – SECOND READING – AN ORDINANCE OF THE FRUITA CITY COUNCIL AMENDING SECTION 17.41.040(X), TEMPORARY OFF-PREMISES SIGNS, OF THE FRUITA LAND USE CODE. COUNCILOR KINCAID SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

8. ADMINISTRATIVE AGENDA

A. CITY MANAGER MIKE BENNETT

1) UPDATE AND DISCUSSION ON ECONOMIC DEVELOPMENT EFFORTS

City Manager Mike Bennett said that he wanted to make sure that everyone was aware of the things that staff and the Council have been working on lately as well as a few things that will be coming up.

Mr. Bennett stated that in the effort to increase Fruita's economic health (one of the Council's main priorities), the City Departments are currently and have been working very strongly on scrutinizing

costs and trying to figure out opportunities as part of the Priority Based Budgeting work that has taken some time due to both the consultant's timeframe and the time that it takes to get into the detail. He added this was not a process that the City should "skip" through, because it will affect the end-result data.

Mr. Bennett continued that staff is currently in the process of allocating every employee's time to every City program that is provided. The next (and basically the final) step will be to take all the City programs that are offered to the public and ranking how each one aligns with the City's goals. This will provide the opportunity to look at everything the City does, how it breaks down in terms of costs and time and how to allocate resources accordingly so that the resources have the biggest impact on the City's goals.

Mr. Bennett stated that economic health is a primary focus during the budget process and looking at the needs the City has. He said staff is seeing increases in the needs and expenses of the City than they know they will have revenue for, which is why so much effort is being put into economic development.

Mr. Bennett said that economic development efforts take a while for revenues to come in and so staff can also look hard internally about where to make changes, noting that there will be some tough budget decisions moving forward.

Mr. Bennett stated that he feels that staff has been very proactive and aggressive in recruiting with the Council's support and the Mayor's participation in the trade shows and in talking with other businesses that have helped with materials and design and all sorts of things. He said it was fun to go the Outdoor Retailer Trade Show this year and have a lot of meetings as opposed to cold calls where they were just walking up to booths all day long. Mr. Bennett said that there was a mix of that and hopefully some of the contacts that were made this year are ones that Fruita will develop relationships with over the next year.

Mr. Bennett said that he, the Parks and Recreation Director (Ture Nycum) and the Mayor attended the Outdoor Retailer Trade Show, for which GJEP has been an incredible partner who has been an amazing extension of City staff. He added that the amount that the City pays GJEP per year has shown some of the highest return that the City has gotten when it comes to outside agency funding. Mr. Bennett said that Fruita's message and focus blend extremely well and having the Mayor on GJEP's Board has been a very good thing.

Mr. Bennett said that after the Outdoor Retailer show, they had some meetings with a few companies that they've been working with. The companies have asked that their names be kept out of the public as they narrow down their locations, but the company that is probably the most serious has Fruita at the top of their list. This company is comparing the City of Fruita with one other city in Bellingham, WA. The City of Fruita will host this company in October to ride trails. Mr. Bennett said that this company's site selector employee likes Fruita a lot and is very familiar with it.

Mr. Bennett continued that Mayor Buck and Ture Nycum (Parks and Recreation Director) went to the Interbike cycling industry expo last year and developed some contacts that staff has continued to

stay in touch with. He said he and Mayor Buck have been trying to schedule a meeting with them at Eurobike.

Mr. Bennett noted that Mayor Buck insisted on paying her own airfare to Eurobike in Germany. Also, Fruita's private land owners in the Greenway Business Park (with no strings attached and knowing that the City is trying to recruit businesses) wrote a \$1,500 check to help subsidize the trip. Mr. Bennett said the main costs have been in promotional materials. The lodging is less than half of what is spent locally because MRP (Mountain Racing Products of Grand Junction) has been a good partner and has a place to stay for less than \$100 per night for two rooms.

Mr. Bennett stated that he and Mayor Buck will be hosting an event at Eurobike in conjunction with MRP, who has an employee based in Germany that is setting up things for the event. There will be a looping video of the biking terrain around Fruita at the event that will include Fruita's new logo.

Mr. Bennett said that staff is sending invites to the contacts that the City of Fruita has made along with MRPs and GJEP's contacts to attend the event at Eurobike and meet with the Mayor and himself.

Mr. Bennett noted that he and Mayor Buck met one of the representatives one of Fruita's main prospects at this year's Fat Tire Festival.

Outerbike in Moab is another trade show that staff and the Mayor will attend in the fall of 2016.

Mr. Bennett showed that Council examples of several of the promotional items that he and Mayor Buck would be handing out at Eurobike and other trade shows. These items included flyers, small booklets with unique fold-out features and other handouts, which were all designed to gain attention by highlighting Fruita's many amenities and characteristics.

Mr. Bennett said he has been talking with Frank Ladd of the Fruita Chamber about getting together with local businesses to have the promotional items on hand at their locations for their customers and have actually already done that with a number of them who want to become advocates for promoting Fruita.

Mr. Bennett stated that staff is entertaining a proposal from Vitality Films to have another type of video produced that shows prospective businesses all the things available in Fruita including overviews of vacant lots.

Mr. Bennett stated that staff has been working with one serious prospective business for quite some time (at least the last year and a half). He continued that when he and Mayor Buck left the Outdoor Retailer trade show, they were a little disappointed because this company's timeframes and needs were quite sizable; they needed a 30,000 square foot building with a minimum of 27-foot ceiling heights and they needed the building constructed by November of 2016. Mr. Bennett said it would take a minimum of six months on a fast track for something like that to happen. This company also required a Foreign Trade Zone, which staff is now realizing that a lot of other companies are going to need as well because they manufacture and ship overseas.

Mr. Bennett continued that then it looked like the company had the opportunity to lease property somewhere in the Grand Valley temporarily while potentially looking for a permanent build in Fruita.

He said that the City of Fruita needs to have all the tools it can to offer prospective businesses and one of these tools that Fruita can't do alone is the Foreign Trade Zone (FTZ). He noted that Grand Junction at one time had paid a consultant to look into becoming an FTZ area and the consultant did an inventory of existing businesses (including those in Fruita) that ship outside of the US. Some of the companies were very interested in it, but some thought it needed to be further studied.

Mr. Bennett stated that at the Grand Junction City Council workshop meeting the previous evening, the Council members decided to have a Special Meeting within the next two weeks to discuss getting a FTZ going. The consultant estimated the cost to be upwards of \$150,000 to go through the application process. Mr. Bennett noted that this was not a guaranteed amount at this point and the City of Grand Junction will be discussing and considering looking to GJEP and the Grand Junction Chamber of Commerce to help lead the process. A consultant will be hired to look at models that would provide sustainable funding for a customs agent going forward, which is required for a FTZ.

Mr. Bennett continued that while he and Mayor Buck will be at Eurobike, a lot of the local governments will be getting together and talking about the FTZ issue after the City of Grand Junction has their Special Meeting (within the next two weeks). He said that it will take every community pulling together their resources to make it happen and Fruita needs to encourage Grand Junction to move forward and do that by showing what kind of support Fruita could give.

Mr. Bennett recommended that the Council approve a commitment of up to \$30,000 towards the process to show that Fruita is fully supportive of the undertaking and to help spur the process along with the contingency that Fruita will be at the table during the whole process and that Fruita city limits and future city limits will be within the FTZ. He said this would have to be brought to Council in the form of a Resolution amending the 2016 Budget and transferring funds from the Capital Projects Contingency Fund to the City Manager Economic Development account.

Councilor Karisny asked for a brief description of an FTZ.

Mr. Bennett explained that an FTZ is where a certain area has a designated customs agent (and there is an approval process to get there) so that a company located in the FTZ is no longer subject to the same costs in tariffs and other taxes for importing and exporting products. Usually companies will pay an annual fee that is much less than paying the high taxes in the trade industry.

Councilor Karisny asked if municipalities and not businesses were the entities that have to establish the FTZ. Mr. Bennett said this was correct and the area could be large so that it would encompass the whole county or it could be specific areas throughout the county.

Councilor Karisny asked if there were any examples of established FTZs in Colorado. GJEP's Kristi Pollard responded that Denver, Limon and Colorado Springs have them, although Colorado Springs has yet to utilize it. She added that what also would be looked into is what's called an Alternative Framework, which is a regional approach that allows a community to extend the FTZ to

90 miles outside the area. She said that she thinks there are strong feelings about giving competitors a tool even though it helps spread the cost out.

Ms. Pollard continued that the line of thinking would be that Mesa County would apply for the zone, but the great thing about the Alternative Framework is that it allows a partitioning of the area to be designated to a company that has materials that are considered foreign trade. The business is then allowed to purchase those materials without paying any duty and they don't pay any duty until the product is actually sold. Ms. Pollard said this is a great tool for companies that buy in bulk to get better pricing.

There will have to be a full-time customs officer and GJEP is looking at the Town of Eagle because there is a customs officer there that is working part-time and there might be an opportunity to share that person, at least for the short term. Ms. Pollard said once there is a bigger capacity, a full-time person could be hired. She added that there are a lot of decisions to be made, but she thinks it would be something that Fruita would be able to utilize as a recruiting tool for those businesses that GJEP and Fruita have been talking to because 90% of those companies are international retailers who are importing most if not all of their products. This is why GJEP is pushing hard to get the FTZ in motion.

Councilor Brackett asked if there was a downside to the FTZ. Ms. Pollard responded that the downside (which she doesn't think is a downside) is the sustainable funding for the FTZ; being able to make sure that there is money to pay the full-time customs officer without needing ongoing subsidies from local governments. She continued that the analysis that the consultant did identified 20 companies that are importing and 24 companies that are exporting in the Mesa County area, but she was sure that there are others because these were just the larger companies.

Ms. Pollard further explained that there is a cost-sharing portion with the businesses; there is a fee associated with being a part of the FTZ. She said in talking to some businesses, they understand the framework.

Councilor Kincaid asked what partners in the valley are on board right now or are looking at coming on board with the FTZ. Ms. Pollard responded that the City of Grand Junction (the previous evening) directed staff to move forward and make the FTZ a priority. She said she and Mr. Bennett spoke with GJ City Manager, Greg Caton earlier that day, but there has been no formal vote yet. She said that she would continue to have conversations with the City of Grand Junction and Mesa County.

Ms. Pollard pointed out that if the Fruita City Council approved the recommendation from City staff to commit up to \$30,000 of funding towards pursuing the application process for the FTZ, it would mean that Fruita is the leader in the effort, which is exciting. She added that when she and Mr. Bennett were talking with Mr. Caton, he (Mr. Caton) felt that this would be a very important message to the rest of the partners in the valley because Fruita is forward-thinking and understands that it is an investment in the future. Ms. Pollard reiterated that there are prospects in the hopper right now that would utilize the FTZ, so Mr. Caton said this would be a very profound statement if Fruita were to be the first one to facilitate the leadership role.

Ms. Pollard also said that the Chamber, GJEP and all the Economic Development partners are certainly behind the effort and have offered to be deputized to do a little bit more if they can, but they are not funders. She added that in talking with some of the businesses, there will be opportunities for them to help fund the effort as well; they just need to know exactly what that cost will be for them.

Mr. Bennett said that in the discussions with the City of Grand Junction, the reason why they asked for an immediate Special Meeting was because there's a lot of interest from the Council members; they know the importance of getting the FTZ going. He also said that the feedback that Fruita has gotten from Mesa County so far has been positive as well, and Fruita is just now starting to reach out to Palisade to get on board.

Mr. Bennett said that his message to the City of Grand Junction is that although there has been a lot of discussion concerning economic development for sustainable funding of the valley-wide branding effort, if the communities do not have the tools, that is where they will fall short. He noted that a lot of the prospective businesses are in the same position of having the FTZ be a tool and a benefit to them.

Mr. Bennett said if Fruita made the statement of the \$30,000 funding commitment with the condition that everyone will participate together in a partnership, it would send the message that Fruita is very serious. He noted that the City has the funds for it and that it will pay off in the long run.

Councilor Karisny asked if the ongoing funding would come from both the businesses and the municipalities.

Mr. Bennett said it wasn't clear yet what the ongoing costs would be; this was part of going through the application process and the final analysis to determine how to make it work, but the idea is to not have an ongoing subsidy. He said it was possible that in the first year or two that there would be some form of municipal funding and that Grand Junction is aware of this and has expressed that they would be willing to make recommendations to put forth the subsidy to start, but not on a long-term basis.

Mr. Bennett said that there are still things that need to be explored such as the possibility of a certain type of fee at the airport that helps fund the FTZ or other forms of potential assistance that combined with the fees that the businesses would pay could help make it a sustainable model so that it is not an ongoing cost to local governments.

- **COUNCILOR BONAR MOVED THAT THE CITY COUNCIL RECOGNIZES THE VALUE OF A FOREIGN TRADE ZONE FOR ECONOMIC DEVELOPMENT IN FRUITA AND THE GRAND VALLEY IN GENERAL AND INSTRUCTS THE CITY MANAGER AND STAFF TO TAKE ALL APPROPRIATE ACTIONS TO MOVE THIS PROCESS FORWARD AND TO DRAFT A RESOLUTION TO BE PRESENTED TO THE COUNCIL AT THE NEXT COUNCIL MEETING AUTHORIZING THE TRANSFER OF UP TO \$30,000 OF ECONOMIC DEVELOPMENT CONTINGENCY MONEY FOR THIS PURPOSE. COUNCILOR**

BRACKETT SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.

Mayor Buck thanked the Council members for their support; saying that Fruita is doing what it can without a road map or magical equation, so having the support is huge.

Councilor Bonar commented that as Kristi Pollard noted, once again, Fruita is taking a leadership role.

Councilor Karisny said that what Fruita has been doing is very exciting and is purposeful. He said he believes the right kind of thought has gone into the efforts and it was great fun to see it all happening.

Mr. Bennett stated that the support of the entire Council has been tremendous and Fruita has great partners and staff that are able to see the growth that is needed in the City.

B. CITY MANAGER MIKE BENNETT AND CHIEF OF POLICE JUDY MACY

1) OHV RECOMMENDATION TO COUNCIL

Police Chief Judy Macy asked the Council if they had read and understood the report that she provided in the Council packets. The Mayor and Council said that they did.

Councilor Karisny said he greatly appreciated the thoroughness of Chief Macy's report and he thought that it would be a great document to have on hand for folks who want to know why the Council made the decision that they did.

- **COUNCILOR BONAR MOVED THAT THE FRUITA CITY COUNCIL NOT PURSUE ALLOWING OHVS ON CITY ROADS. COUNCILOR KARISNY SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

9. COUNCIL REPORTS AND ACTIONS

COUNCILOR KARISNY

Councilor Karisny said he wanted to mention that the Planning Commission is a new Commission and they are talking about doing some orientation. The other thought was to possibly have a joint meeting with the City Council at some point. The Planning Commission would like to get through the orientation specific to what the role is for the Planning Commission in Fruita and there are some Commissioners who have a thought or two about some things and so, they would like to meet with the City Council.

COUNCILOR HARVEY

Councilor Harvey gave the following Arts and Culture Board updates:

- Thursday, August 18th at the Copper Club Brewing Company, 10% of gross sales will be donated to the Fruita Arts and Culture Board. There will be live music by a band called Threads.
- On Thursday, September 1st, Aspen Street Coffee will be donating a portion of their sales to the Fruita Arts and Culture Board

Councilor Harvey said that after the Riverfront Commission meeting, he thought it might be important to talk about how Palisade has felt that the Riverfront trail connection from Grand Junction to Palisade has not been a priority for the Mesa County Commissioners (a lot of this part of the trail is located in the county). The Board of Trustees in Palisade has made a point of writing a letter to get the ball moving again. Councilor Harvey said that in regards to valley-wide issues, the Riverfront Trail is a pretty big deal and he wondered if Fruita could write a letter of support for Palisade to get the matter on the county's radar again. He said he thinks this would go a long way towards showing Palisade that Fruita understands that the trail is important to them and would likely be good overall for relations in the valley.

Mayor Buck said she thought that this part of the trail was missing some vital sections for certain reasons. Councilor Harvey said there are some different scenarios that Palisade has mapped out and one of those scenarios is using the irrigation ditch roadways, which the Grand Valley Irrigation Company (GVIC) doesn't favor due to liability issues.

Councilor Bonar responded that the problem is that a lot of the canal trails are easements; they are not rights-of-way. Therefore, the canal company doesn't actually own the ground and this is why they can't let people ride on it. He said a lot of people don't understand that GVIC does not own a lot of that right-of-way and there are also a lot of other emotional issues involved.

Councilor Harvey said he thought there was some sentiment on behalf of the Riverfront Commission and likely the partners that are involved that the emotional side of things has kind of taken the front seat when it comes to making decisions. He continued that in discussing that further, the Riverfront Commission has looked into the liability issue and there is no liability that would fall back on the GVIC. Councilor Harvey reiterated that he thought it would be a really nice gesture if the Fruita City Council decided to direct staff to write a letter of support for the Town of Palisade just to get the conversations started again.

Mr. Bennett suggested that when the recent grant application awards are announced in the next month or two, this would be a good opportunity to thank the county and the Riverfront Commission for their letters of support and remind everyone that Fruita wrote the grant application for the trail to be designated as one of the Governor's 16 Trails in 2016. He continued that the grant application was written in partnership with Palisade, the Riverfront Commission and the City of Grand Junction so that the entire trail could be designated as such. He continued that although Fruita has been focused to get the grants to build the Fruita sections of the trail, that was not the end of the project and everyone needs to rally and get the focus on the gaps because this would only make the trail even better.

Mayor Buck said she liked the idea of waiting to hear the results of the grant applications.

Councilor Harvey said that the Riverfront Commission is thrilled and very grateful about how aggressive the City of Fruita has been about getting grants and they just can't say enough good things about it.

Councilor Kincaid said he felt the Council members all agreed that Fruita should write a letter of support, but should do it when the timing is right.

COUNCILOR KREIE

Councilor Kreie said that at the Downtown Advisory Board (DAB) the previous week, he presented the new goals that City Council and staff have developed. He also noted that the Board is about halfway done making the banners for the poles on Aspen Avenue but they could use more people to help cut out the designs so that Cullen Purser can stitch them up.

Councilor Kincaid asked what the estimated timeframe of completion for the banners is. Councilor Kreie said he didn't think there was one, but he would probably say spring of 2017 because the stitching is pretty intricate.

Mr. Bennett said that he talked to Jeannine Purser about the City ordering other banners because the City will always need extras and replacements and they were such a good price, so they will probably be placed on every pole. When the new banners are ready, then staff will then look at putting them up. Mr. Bennett said that he didn't feel like there was any conflict about it with the DAB.

Councilor Kreie also reported that the DAB discussed the Christmas tree lot that they are going to have again this year for one week. They will file an application with the City Parks and Recreation Department for the street closure on Mulberry.

Councilor Kreie noted that he would be attending the Associated Governments of Northwestern Colorado (AGNC) the following day and would have a report on that at the next Council meeting.

COUNCILOR KINCAID

Councilor Kincaid said he had several things to report from the Fruita Area Chamber of Commerce Board meeting. He said that Mark Angelo has been selected as the Grand Marshal for the Fruita Fall Festival parade this year. The theme is "Hometown Heroes" and the Chamber thought Mark would be a great fit for that.

Councilor Kincaid reported that on October 6th, the Chamber will be hosting a Candidate Forum at the Fruita Civic Center (Council Chambers) at 7:00 p.m.

Councilor Kincaid also reported that Colin Cummings had resigned from the Chamber Board due to starting a new job in Grand Junction, so they are looking for someone to fill the vacancy.

Councilor Kincaid continued that Chamber Director Frank Ladd was trying to put together an Economic Development Summit where he will get local businesses to meet to talk about what other

businesses would benefit their business. The date has yet to be determined, but is estimated to be around the end of the year.

Mr. Bennett added that he met with Mr. Ladd and they discussed holding the summit in early October after Fruita Fall Festival. He said that at the summit, he can give the businesses some of the promotional materials being used at the trade shows and they can discuss the Jump Start Program and other ideas for existing businesses that may be looking to expand.

Councilor Kincaid said that there has also been a big discussion about the political groups that have been setting up outside of the Farmer's Market, so Mr. Ladd and the Chamber Board would like some direction from the City about this issue. He asked what kind of restrictions might be in place because these groups tend to be radical and won't leave or listen to anyone. The Chamber foresees this potentially being a major problem at Fruita Fall Festival.

Police Chief Judy Macy said that she talked to Fruita's City Attorney about this and basically, when an organization such as the Chamber rents out booth spaces for an event, they have the authority to let whoever they want in and out. However, if the political groups want to set up on the sidewalk, they can do so as long as they are not blocking the sidewalk or doing anything unlawful.

Chief Macy continued that she asked the City Attorney about when the City closes down all the streets for Fruita Fall Festival and the bottom line is that the Chamber or the City could ask those people to leave if they are blocking or interfering with any aspects of the festival. She added that if a person is simply walking around and asking for signatures, no one can ask them to leave.

Councilor Kincaid said that the Chamber knows this about the people who walk around with petitions; they are more concerned about the groups who physically set up a table or a booth and how to manage that.

Chief Macy said that there were two instances at the Farmers' Market. The first time it happened, Mr. Ladd asked the group to leave and they left and set up their table over on the east side on the parking lot of the Fruita Civic Center and a Fruita Police Officer thought that this area was not part of the venue and the people weren't doing anything unlawful, so the Officer didn't ask them to leave. Chief Macy pointed out that these people will start citing case law about their rights so it is a little tricky because it is like they are almost ready for an argument.

Mr. Bennett added that staff did get some clarifying statements from the City Attorney regarding the difference between the groups or people setting up a political booth versus walking around and he was just getting that information to the Chamber. He said when he talked to Mr. Ladd, he seemed more concerned about people setting up a booth, but the City Attorney was very clear that the Chamber has the right to set the rules for their events on their venues.

Mr. Bennett noted that for the first instance at the Farmers' Market, the group actually paid for a booth and set it up but did it under false pretenses in their applications. Mr. Ladd gave them their money back when he noticed they were actually a political group and it became a little bit of a squabble.

Chief Macy noted that this group was collecting signatures to put a measure on the ballot, but that election is over.

Mr. Bennett said that for Fruita Fall Festival, it will likely be more candidate-oriented.

Councilor Kincaid said the Chamber wants to know how to define their space and what rights they have moving forward. Chief Macy said that the Chamber can ask people who set up an unauthorized booth to leave and if they won't, the Chamber should call the Fruita Police Department and technically it would be a trespassing violation.

COUNCILOR BRACKETT

Councilor Brackett stated that the Police Commission has a meeting scheduled in September and hopefully he would have a lot of good news to report afterwards.

Councilor Brackett gave kudos to the City Manager and City staff for their hard work in applying for and receiving the \$1 million grant award for the Kokopelli Trail system. He said there were two more grant applications to go and he was being very positive about the acceptance of those as well.

Councilor Brackett stated that the Parks and Recreation Department had published the Summer Activity Guide and will have the fall issue coming up, but regarding the schedule of activities at the last Parks and Recreation Advisory Board meeting, Tom Casal reported that the programs continue to increase. They now have a fencing class and additional new classes which are very favorable. The continued use of the Fruita Community Center is also positive; revenues are up, which is a good sign.

Councilor Brackett also said that the repairs to the outside of the Community Center have now been completed and the Center looks very good.

MAYOR BUCK

Mayor Buck stated that she and the City Manager met with Jennifer Stoll, Executive Director of the Greater Grand Junction Sports Commission the previous week and Ms. Stoll's big message was that the Rimrock Marathon is really trying to become a Fruita City event. She asked Mr. Bennett if Ms. Stoll sent the link regarding the marathon to all the Council members. Mr. Bennett responded that he thought he had put the link in the last Friday Information Update.

Mayor Buck asked everyone to do what they could to promote that because it could turn into something very great.

Mayor Buck said that she paddle boarded on the new lake (on the Riverfront Trail) that has very interesting potential, too; she could definitely see that as being a huge selling point for new businesses.

Mayor Buck continued that she had a nice meeting with Mesa County Commissioner Rose Pugliese, who appreciates the direction that the City of Fruita has, which was nice to hear. Ms. Pugliese said

she was very open to helping Fruita with whatever the county can. Mayor Buck said Ms. Pugliese is very supportive of the Foreign Trade Zone as well.

Mayor Buck also said that the City Manager would be at the GJEP meeting the following day in her place because she will be attending the BLM Resource Advisory Council meeting in Craig for two days. She said she would be back in time to make it to the meeting with Irv Halter, the Executive Director of the Department of Local Affairs (DOLA) on August 18th at the Edgewater Brewery.

Mr. Bennett said it was a good opportunity to thank DOLA for the \$1 million grant recently received (for the Kokopelli Trail) as well as others awarded to Fruita in the past; adding that DOLA doesn't usually award a lot of grants for trails.

10. CITY MANAGER'S REPORT

Mr. Bennett noted that he would not be in the office on Friday, August 19th.

11. ADJOURN

With no further business before the Council, the meeting was adjourned at 9:30 p.m.

Respectfully submitted,

Debra Woods
Deputy City Clerk
City of Fruita