

**FRUITA CITY COUNCIL
REGULAR MEETING
MAY 3, 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 7:00 p.m.

Mayor Buck asked if there were any corrections or additions to the agenda. City Manager Mike Bennett stated that there were not.

3. AGENDA – ADOPT/AMEND

- **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. PROCLAMATION – PROCLAIMING MAY 9 – 23, 2016 AS “PAINT THE TOWN PURPLE DAYS” IN THE CITY OF FRUITA TO BE ACCEPTED BY TERRI WANNAMAKER AND/OR KATHIE ISLES ON BEHALF OF THE AMERICAN CANCER SOCIETY**

Councilor Kreie read the Proclamation, which was accepted by Terri Wannamaker.

Ms. Wannamaker stated that “Paint the Town Purple” is a way to bring awareness to cancer, get people involved and raise money. She thanked the Fruita City Council for their support.

Ms. Wannamaker said that purple ribbons would be placed in the park and there would be a business and home decorating contest this year in Mesa County. The winner will be interviewed by the Grand Junction Daily Sentinel in a feature article and will receive acknowledgement at the Relay for Life.

The Council and Mayor thanked Ms. Wannamaker for all her volunteer work with the American Cancer Society.

- B. PROCLAMATION – PROCLAIMING THE WEEK OF MAY 8 – 14, 2016 AS “HOSPITAL WEEK” IN THE CITY OF FRUITA TO BE ACCEPTED BY FAMILY HEALTH WEST CEO MARK FRANCIS**

Mayor Buck read the Proclamation, which was accepted by Mr. Mark Francis.

Mr. Francis said that Family Health West really appreciates the partnership they have with the City of Fruita. He continued that he feels like Fruita and the hospital have something that a lot of communities can only hope to have, especially with having the Fruita Community Center right next to the hospital.

Mr. Francis added that Family Health West is looking forward to additional things happening in the future in Fruita; they are trying to bring on a lot of different physicians to provide care to the lower valley.

Mr. Francis noted that Councilor Mascarenas had pushed forward the goal of raising over \$100,000 to help with the nursing home and that he and his organization are very appreciative of everything the City of Fruita does.

C. PROCLAMATION – PROCLAIMING THE WEEK OF MAY 6 – 12, 2016 AS “NURSES’ WEEK” IN THE CITY OF FRUITA TO BE ACCEPTED BY FAMILY HEALTH WEST EXECUTIVE VICE PRESIDENT LORI RANDALL

Councilor Harvey read the Proclamation, which was accepted by Lori Randall.

Ms. Randall stated that Family Health West employs approximately 102 nurses and that on any given day, they take care of over 250 patients in all of the organization’s service lines. She continued that she believes nursing is a very noble profession that involves many different environments and difficult situations such as chronic illnesses, so she was very appreciative of the recognition. Ms. Randall said she would share the Proclamation with the nurses at their Nurses’ Day Celebration.

Mayor Buck asked how many (on average) nurses are hired by Family Health West that have just graduated from college. Ms. Randall responded that they typically hire three to four nurses that are new graduates depending on what the needs are.

Mayor Buck said it was great that nurses can graduate and still work in the valley. Ms. Randall noted that Family Health West partners with CCU and CMU to provide good experiences for nurses on different levels.

5. PUBLIC PARTICIPATION

There were no comments from the public.

6. CONSENT AGENDA

A. MINUTES – A REQUEST TO APPROVE THE MINUTES FROM THE APRIL 19, 2016 CITY COUNCIL MEETING

- B. RESOLUTION 2016-17 – A REQUEST TO APPROVE A RESOLUTION TRANSFERRING BUDGETED AND APPROPRIATED MONEYS FROM THE GENERAL FUND CONTINGENCY ACCOUNT TO NON-DEPARTMENTAL EXPENSES TO DEFRAY DRAINAGE FEES FOR THE CITY OF FRUITA FOR THE 2016 FISCAL YEAR**
- C. LETTER OF SUPPORT – A REQUEST TO APPROVE A LETTER OF SUPPORT FOR THE MONUMENT VIEW MONTESSORI CHARTER SCHOOL IN THE CITY OF FRUITA**

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 BONAR SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

7. PUBLIC HEARINGS

A. CITY MANAGER MIKE BENNETT

- 1) ORDINANCE 2016-01 – SECOND READING – A REQUEST TO CONTINUE THE PUBLIC HEARING ON AN ORDINANCE AMENDING CHAPTER 17.41 OF THE FRUITA LAND USE CODE, SIGN CODE TO JUNE 7, 2016 (CONTINUED FROM THE FEBRUARY 2 AND MARCH 1, 2016 COUNCIL MEETINGS)**

City Manager Mike Bennett stated that staff was requesting to open the public hearing on Ordinance 2016-01 – Second Reading and then requesting to continue it until the June 7, 2016 Council meeting. He provided some background and update on the status of the proposed Sign Code changes.

Mr. Bennett explained that since Community Development Director Dahna Raugh was on vacation during the Council workshop session the previous week when the Sign Code changes were discussed, he was going to give the presentation from staff.

Mr. Bennett stated that the first reading on the Ordinance was held on January 5, 2016 and the second reading was originally scheduled on February 2, 2016 but was continued twice; once to March 1st and then again to May 3rd to allow more time for public comment.

Staff also had some new situations arise that made it necessary to consider a few other changes in the Sign Code.

Mr. Bennett said that originally, one of the reasons for amending the Sign Code was a Supreme Court decision that changed sign ordinances across the country for most municipalities. There was a case in Gilbert, Arizona that went all the way to the United States Supreme Court on which the

ruling was that if a City makes a decision on a sign based on the content of that sign, then this would be considered a violation of free speech rights. Staff then made changes to the language in the City of Fruita's Sign Code to be in compliance with that ruling.

The second concern was with off-premise signs, which are typically sandwich board signs that can be seen in downtown Fruita. These have never been included in the Sign Code, so they have technically never been legal, but the City hasn't had any issues with those types of signs until more and more signs started appearing that didn't necessarily have anything to do with any businesses in the downtown area. At this point in time, City staff began to receive some complaints from existing businesses about signs that were directing people to businesses that did not exist and hypothetically were in competition with the businesses that do exist downtown.

Staff then came up with a plan to allow two off-premise signs per business as long as they were within 500 feet of the business and did not block the pedestrian walkway. This would allow the majority of the signs that everyone is used to seeing in Fruita. Subsequently, staff saw an emergence of many more signs in the downtown with the advent of new businesses opening in the downtown. This created issues of having too much clutter, especially on the corner properties, as well as issues with signs blocking the pedestrian walkway.

These issues became more apparent after the downtown improvements were completed and several businesses took the opportunity to go through the Sidewalk Restaurant Permit process to create expanded fenced-in seating areas for their customers. Mr. Bennett said that while this is great to see in Fruita, there still needs to be a certain amount of space left for pedestrian walkways.

Mr. Bennett continued that Council at one point discussed the fact that the City probably needs to look into limiting the signs to two: potentially one off-premise sign at the frontage of the business as opposed to multiple, off-premise signs. Because staff has received recent feedback on new issues that have come up, staff would like the opportunity to meet with the downtown businesses to talk about some of the changes since the amendments to the Code are a little different from when staff originally talked with them at the end of December.

Mr. Bennett noted that at the Council workshop session, the idea came up of having an "Open House" in the downtown area, which staff will need to coordinate. He said added that Councilor Karisny suggested getting some wheelchairs to actually test the pedestrian walkways downtown to make sure that the five feet is adequate.

Mr. Bennett said that staff also discussed adding language that would include the fenced portions of sidewalk restaurants that are permitted by the City to include those areas as being subject to the limitations on on-premise signs and the remainder of the signs that are in the public right-of-way to be considered as off-premise signs.

Mr. Bennett said staff would be coordinating the date and time of the Open House, getting the word out very quickly and then getting feedback from the local businesses so that staff can bring that back to Council for further discussion at the May workshop session on May 24, 2016. The second reading of the Ordinance would then be on the agenda for the June 7th Council meeting.

Councilor Bonar stated that the proposed language in the revision to the Sign Code regarding temporary signs would prohibit temporary signs from blocking the five-foot wide pedestrian pathway, but currently there is nothing in the Sign Code to address this situation. He continued that in the Municipal Code, however, there is Section 12.14.050 (Sidewalk Restaurants) which does require a five-foot wide pedestrian walkway. Councilor Bonar stated that in the interim (while the City is waiting to adopt the revision to the Sign Code), the existing language in the Sidewalk Restaurant portion of the Code would be sufficient for ensuring that the pedestrian pathway remains clear.

Mr. Bennett added that in the interim, although the Sign Code does not discuss anything about off-premise signs, because it is public right-of-way, the City's Code Enforcement Officer, Mark Angelo has been and will continue to walk the downtown and when signs are blocking that pathway, he is moving them to a place where there is adequate space and then talking with those business owners. He said there have been a couple of businesses where the problem has happened more than once, so staff has had very recent discussions with those business owners, who are passing along the information to all their employees. Mr. Bennett said he did express the fact with one business owner that if the problem continues to occur, then that gives the Council the right to revoke a Sidewalk Restaurant Permit. He added that the discussion went well and he was assured that the problem would be corrected.

Mayor Buck opened the public hearing on the request to continue Ordinance 2016-01 – Second Reading - Amending the Sign Code. There were no comments from the public.

- **COUNCILOR BONAR MOVED TO CONTINUE THE SECOND READING OF ORDINANCE 2016-01 – AN ORDINANCE AMENDING CHAPTER 41, SIGN CODE OF THE FRUITA LAND USE CODE TO THE JUNE 7, 2016 CITY COUNCIL PUBLIC HEARING. COUNCILOR KREIE SECONDED THE MOTION. THERE WERE SIX YES VOTES.**
- **COUNCILOR BONAR ALSO MOVED THAT THE CITY COUNCIL RECOGNIZES THAT THE LANGUAGE IN SECTION 12.14.050 (D) OF THE FRUITA MUNICIPAL CODE (RESTRICTIONS FOR SIDEWALK RESTAURANTS) STATES THAT IN NO EVENT SHALL THE REMAINING WIDTH OF THE SIDEWALK FOR PEDESTRIAN FLOW BE LESS THAN FIVE (5) FEET AND GIVEN THIS RECOGNITION, THE COUNCIL INSTRUCTS THE CITY MANAGER TO USE WHATEVER APPROPRIATE DISCRETION AND WHATEVER MEANS NECESSARY TO ENSURE THAT THIS SECTION OF THIS MUNICIPAL CODE IS ENFORCED AND THAT THE PEDESTRIAN FLOW PATHWAY REMAINS CLEAR. COUNCILOR KINCAID SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

8. COUNCIL REPORTS AND ACTIONS

- A. APPOINTMENT, EXECUTION OF CONTRACT AND SWEARING IN OF THE FRUITA MUNICIPAL COURT JUDGE**

Judge Dan Robinson thanked the Fruita City Council for the opportunity to serve them and the community as the Municipal Judge. He said he believes the court in Fruita is a reflection of all of the City Council and Mayor because they are the ones that pass all the Ordinances to ensure the safety and wellbeing of the entire community.

Judge Robinson added that he appreciated the Council's confidence in him and invited the members to visit the court at any time because he feels it important that the Council know what the court does. He also said that the Municipal Court should be accountable to the City Council in regards to revenue, numbers of cases, and the disposition of those cases. Judge Robinson stated that open and honest communication will go a long way in the relationship between the Council and the Court.

Judge Robinson noted that there are some things that the court needs to be independent concerning decisions, sentences and how those conclusions are arrived at, but he still believes that the City needs to err on more communication (between the Court and the Council) rather than less. He pledged to do a good job for the City of Fruita.

Mayor Buck stated that she had a great conversation with Judge Robinson the previous day and she asked that staff and the City Attorney work on amending the section of the Fruita Municipal Code regarding the City Clerk's role with the Court as quickly as possible. She added that she looked forward to working with Judge Robinson.

Deputy City Clerk administered the Oath of Office to Judge Robinson.

B. APPOINTMENT OF COUNCIL LIAISON POSITIONS TO VARIOUS BOARDS AND COMMISSIONS

- **COUNCILOR BONAR MOVED TO APPROVE THE APPOINTMENTS TO THE COUNCIL LIAISON POSITIONS AS RECOMMENDED BY MAYOR BUCK AND AS PER THE ATTACHED LIST INCLUDED IN THE COUNCIL PACKET. COUNCILOR KARISNY SECONDED THE MOTION. THERE WERE SIX YES VOTES.**

C. COUNCIL REPORTS AND ACTIONS

MAYOR BUCK

Mayor Buck asked if the Council members would like to be addressed in the Council meetings with the title "Councilor" before their last names, or would they like to be addressed by their first names (with or without the title of "Councilor")?

Councilor Karisny responded that sometimes there are public hearings that are more tense than other ones, and sometimes Council or Board members would find themselves addressing each other with the title "Councilor" or "Commissioner" or something, but as he recalled from some Planning Commission meetings, none of the Board members felt offended by that; it actually went with the tone of the meeting(s). He added that he didn't really have a preference, but he wanted to at least mention that.

Mayor Buck said she supposed that when the Council room was full, she would tend to be more formal by using last names, but when things were more low-key, maybe they didn't need to be so formal.

Councilor Kincaid said he didn't feel the Fruita City Council was formal, but that he was fine with being addressed as either "Councilor Joel" or "Councilor Kincaid."

Councilor Bonar stated that when the Deputy City Clerk polls the Council, the members need to be addressed as "Councilor (last name)," but as far as discussion within the panel, he was fine with using first names.

Mayor Buck said that in regards to dialogue between the Council members, first names were good because it shows that the Board members have a closer relationship and are not pretentious.

COUNCILOR BRACKETT

Councilor Brackett noted that the Parks and Recreation Board meeting would be held the coming Thursday and he would have a report about it at the next Council meeting.

COUNCILOR KREIE

Councilor Kreie reported that he attended the Associated Governments of Northwestern Colorado (AGNC) meeting the previous week and there were some good presentations, one of which was from Colorado Parks and Wildlife, who is installing a new shooting range in Palisade. He said it sounds like the facility will be world-class if their vision is accomplished as hoped and will attract people from all over.

Councilor Kreie continued that there was also a gentleman from the Governor's Office at the meeting educating on the new Water Plan, which is not intended to be regulatory, but rather a guidance document that lays out the state's values, visions and structure for different groups, as well as how to achieve getting projects funded and started. He said he had some brochures on the Water Plan if any of the Council members wanted a copy.

COUNCILOR HARVEY

Councilor Harvey noted that the Arts and Culture Board meeting would be held the following Wednesday and he hadn't yet had an opportunity to go to the Riverfront Commission meeting, but that he is looking forward to doing that in a couple of weeks to introduce himself and get caught up with the issues of the Board.

COUNCILOR KARISNY

Councilor Karisny reported that he attended the State Demographer's presentation and that he obtained a lot of interesting facts from the two-hour presentation that included over 70 PowerPoint slides. Some of the highlights of these facts include:

- Colorado was the second fastest growing state in the country during years 2014 – 2015
- Colorado grew by 1.9%, second only to North Dakota
- Mesa County grew in 2015 by 456 people (0.3%), which is essentially flat due to migration and natural growth. The State Demographer felt this was pretty positive because there was not a decrease in growth.
- Between 2010 and 2014, Fruita grew by 136 people (0.2%)
- People in Colorado are getting older; the greatest migration that came into the Grand Valley was during the 1970s and all those people who stayed are now retired
- The Grand Valley is one of the few areas in the state that is actually attracting people over the age of 65
- Between 2015 and 2030, the population is projected to double
- The majority of people moving to Colorado are from California, Texas, Arizona
- The majority of people moving out of Colorado are going to Texas, Nebraska, Arizona and Illinois
- The State Demographer spoke about how the migrations affect the economy in things like agriculture, management, education, housing services, government (including schools and other entities), which are all increasing.
- Manufacturing, professional business services and the energy sector are all decreasing in Colorado. The State Demographer said that this news isn't all bad; Colorado is at about 97% of what peak incomes were. She also addressed the fact that since the Grand Valley experiences boom and bust, the peak income would be an artificial level to try to reach.
- The mean average income in Mesa County is about 50,000
- The mean average income for Colorado is about 60,000
- The cost of living in the Grand Valley is 5% – 10% below the state average

Councilor Karisny stated that the State Demographer indicated that one growth area includes services for retirees and that tourism is probably not going to grow any more than what it currently is. The representative from the Visitor Convention Bureau spent about five minutes scolding her on that statement. The VCB representative stated that there are 127 tour buses of Asian tourists coming to the valley in June through October and also gave other examples of healthy tourism in the Grand Valley.

Councilor Karisny said that one of the things that he thought was interesting was that the State Demographer asked if anyone at the presentation was from Fruita because the Front Range has been hearing a lot of things about Fruita.

Councilor Karisny continued that the State Demographer was talking about “generation X,” which is the group that will replace all the retired people and that there is kind of a shortage of highly skilled generation X people, so there will be competition for employment and that this would happen relatively soon. He added that he had heard that School District 51 is already experiencing this to some degree.

Councilor Karisny said that the State Demographer's made the point that people who are ages 35 to 50 look at communities and their schools and that she heard that Fruita Monument High School has the ProStart Program, of which there are only 37 total in the state.

Councilor Karisny noted that the Council had talked about the possibility of borrowing some wheelchairs to get a sense of what that feels like in downtown Fruita, so he was trying to get some wheelchairs together.

Mayor Buck requested that Councilor Karisny also borrow a walker that the Council could try to see how well those work on the downtown sidewalks.

COUNCILOR BONAR

Councilor Bonar reported that the Historic Preservation Board met the previous night. Beginning in June, the meeting time will change from 5:30 pm to 6:30 pm to make it more convenient for everyone to attend. The Board continues to plan for the History Fair, which will be held on Saturday, May 21st from 10:00 am to 3:00 pm in the Council Chambers and the hallway outside the room.

Councilor Bonar continued that the baggage cart has been moved from the former rail car location to the corner next to the fire station. The fire station is the previous location of the terminal of the Fruita Interurban Railway. The Historic Preservation Board would like to put an interpretive sign up (similar to the ones downtown) that would have a picture of the old Interurban terminal and an explanation of the history of it. The estimated cost of the sign is about \$800. Councilor Bonar noted that the signs that were put up downtown were paid for with money from the Main Street Program grant, in which Fruita is no longer participating. Denise Hight will be looking for grants to apply for, but the Historic Preservation Board would like to know if the City could help with the funding for that interpretive sign, either to pay for it, help find grants or give a match contribution.

Councilor Kincaid said he thought the cart looks great in the new location and he is 100% behind helping the Historic Preservation Board get the sign put up because it would add to the continuity of what the City has done downtown.

Mayor Buck said if staff could find a grant, it would be a great way to start. Councilor Kincaid suggested a matching grant.

Councilor Harvey asked if there were other locations that the Historic Preservation Board would like to put up signs. Councilor Bonar responded that when the City does the renovations to Reed Park, it would be nice to put an interpretive sign up there as well because that was the location of the old Fruita Union High School. He suggested that the cost for that sign be included in the budget for the Reed Park remodel project.

MAYOR BUCK

Mayor Buck asked if any of the Council members were going to the Tourism Office meeting on Friday, May 6th at Two Rivers Convention Center. Councilor Kincaid said he would be attending (along with Mayor Buck).

Mayor Buck also noted that there was a Parks and Wildlife Community Dinner to be held in conjunction with the Parks and Wildlife Commission meeting in Grand Junction on May 12th at

6:00 p.m. She said she had a schedule conflict and would not be able to attend and asked if anybody else from the City Council could attend. Councilor Bonar asked Mayor Buck to forward him the information about the event.

Mayor Buck continued that the Grand Junction Economic Partnership's (GJEP's) Western Colorado Economic Summit was coming up on June 1st and in the past, when GJEP does their annual meeting, it has been a luncheon with a keynote speaker. This year, GJEP will do a full day's worth of economic presentations from speakers and that she planned on attending as much of it as she could. Mayor Buck suggested that some of the other Council members attend at least part of the Summit and that the agenda could be found online.

Mayor Buck stated that the Jump Start Colorado program has been very successful for Mesa County. It has been estimated that up to now, almost 200 jobs have been created through the Jump Start process. It has not been just new companies, it's also companies that are existing that are branching out.

Mayor Buck said that a couple of GJEP Board members are involved in the airport manager selection process and they are very excited about the candidate from Durango because they feel he is the person that could turn the airport around since he has done some pretty phenomenal things in Durango.

Mayor Buck stated that she would be attending the Recreation Advisory Council (RAC) meeting and that it would be an interesting thing to be a part of because there is a Mesa County Commissioner who is on the Board that has represented the Grand Valley very well in regards to outdoor recreation. She said that the Northwest Regional group has been dealing with issues of horse herds and grouse, which she believes falls under recreation.

Mayor Buck noted that there would be two meetings: one will be in Craig, CO and the next one would be held in December in Grand Junction. She said she hopes to pack the room with supportive outdoor enthusiasts.

Mayor Buck said that she has heard Fruita mentioned by the State Director of the Bureau of Land Management; they are saying Fruita is doing some amazing, innovative things. She said it was great to see that recognition.

COUNCILOR KINCAID

Councilor Kincaid stated that the Fruita Tourism Advisory Council meeting was cancelled due to lack of a quorum, but there is an e-mail vote process among the board members to finalize the moving of the tourism website over to Aha Consulting, Inc. \$3,000 out of the tourism budget was approved to accomplish this and the website will be much easier to maintain and manage. Councilor Kincaid noted that there will still be enough money in the budget for Cobb & Associates to do the content that is necessary to keep the website fresh and updated.

Councilor Kincaid asked Human Resources Director Odette Brach if there was anything else she wanted to add. Mrs. Brach said she would address that when she does her Marketing and Promotion presentation (included later on the current agenda).

Councilor Kincaid moved to the podium to place some logo concepts on the overhead projector. He began with a review of the logo process, which was started in 2015 when the City had a “contest” to revise the City’s logo. It was decided at that time to turn it over to students at the Western Colorado Community College (WCCC) to see if they could come up with some logo ideas for the City. There have been many rounds of revisions of submittals by the students and Councilor Kincaid said he wanted the Council to come to a decision on whether or not they want to approve one of three current logo options. Logo option “A” would be to keep the existing City of Fruita Logo (with the dinosaur). Option “B” was to choose from what the students came up with from the WCCC and Option “C” was a combination of a logo with a Gotham font, which would cost the City about \$120 to purchase the license to use the font.

Councilor Kincaid continued that the Council also needed to discuss the \$500 stipend that was mentioned initially (during the “contest”) if a winning logo was chosen by the City. He said that because the process has involved different parties, the Council needed to decide if the stipend was still something that the City should offer, and if so, what that action would look like.

Councilor Kincaid stated that he and City Manager Mike Bennett have been very involved with the students at WCCC and he wanted to go on record saying that the students had gone above and beyond to do a fabulous job. Councilor Kincaid noted that the instructor (Josh Meuwly) at the school was very pleased with the process that the students went through and he hoped to get other similar class projects next semester where the students could create a dozen or so interchangeable icons that could go into the middle of either the gear or some part of the logo. The students would then present the icons to the City Council, who would then vote on what they like. Mr. Meuwly also expressed that he would be very interested in any other digital design projects that the City (or its Boards and Commissions) may have in the future for his students because it gives them real world experience.

Councilor Kincaid stated that his opinion is that it is time for a logo update, so something needs to be done. He recalled that initial ideas included characteristics like “fun, funky, fresh and unique” to describe Fruita. He said that in regards to Option B, he thought it was more refined and corporate and not as fun as Option C. Councilor Kincaid said he liked Option C because the text for Fruita, Colorado is very readable, but the “F” in the gear is a little different and more unique.

Mayor Buck thanked Councilor Kincaid for all the time he put in on the logo project, because it ended up being quite time consuming for him. She asked if any other Council members wanted to weigh in on the logo options.

Councilor Brackett said that in regards to Option B, the vision for the future and respecting the past, the red “C” represents the colors of Colorado and he liked the simplicity of it while having the diversity of putting different icons in the center. He added that it could transverse from year to year.

Councilor Kreie said that there has been a huge trend of using the Colorado logo over the last couple of years in everything from clothing to handicrafts. He said he thinks that the Option B logo is very sharp, but he was concerned that the trend of using the Colorado logo will fade away faster than everyone expects it to. He added that Option C would stand the test of time and if he had to make a choice, he would pick that one.

Councilor Harvey agreed that Option C was the best option. He said he liked Option B, but he thought people would see it and think of Colorado rather than Fruita specifically. He added that it still could be a cool t-shirt design that would probably sell very well.

Councilor Kreie asked for confirmation that the student who designed Option B requested that if it wasn't used by the City, that he would be allowed to keep the rights to it. Councilor Kincaid said the student did want to keep the rights to it because they said it was considered intellectual property rights, but he searched on Google and found several images that are already using it.

Councilor Karisny acknowledged that the logo process used by the City was a great idea with using the students and giving them the opportunity for a real life project. He commended Councilor Kincaid for corralling the whole issue, presenting the options and communicating with everyone.

Councilor Karisny said that when the State of Colorado did their logo, they were thinking about using the "C" also, but in their study, they found that only 18% of people polled thought that the "C" stood for Colorado. The majority of those who participated in the study thought the "C" stood for Chicago and other cities or states in the nation.

Councilor Karisny said that Option C seems to be the most simple and easiest to use. He added that he was reluctant to offer any further comments.

Councilor Bonar said that in regards to the symbol in Option B, his concern was that people were already using something that looks similar to it. It is also similar to the Colorado logo and Councilor Bonar said he didn't feel it really stood out as representing Fruita, but something that was vaguely Colorado-related. He added that Option C was probably the one that would stand as a unique Fruita symbol for quite some time, so that was his choice.

Councilor Kreie noted that in the future other things besides the "F" could be placed in the middle of the gear depending on the use of the logo.

Mayor Buck agreed that Option B didn't stand out as a logo.

Councilor Kreie suggested that if the City didn't use Option B, then maybe staff could give the students some contacts of places that would like to make t-shirts or other items using it.

- **COUNCILOR KINCAID MOVED TO APPROVE LOGO DESIGN "C" FOR THE NEW CITY OF FRUITA LOGO. COUNCILOR BONAR SECONDED THE MOTION. THE MOTION PASSED WITH FIVE YES VOTES. COUNCILOR BRACKETT VOTED NO.**

Councilor Kreie noted that when he was running for City Council, he had someone contact him that said that updating the City of Fruita logo was a waste of time. The person also thought that the City would have to spend too much money replacing all the items that have the old logo on them. Councilor Kreie asked if the City could use the old logos until they are gone before ordering new items with the new logo on them.

Councilor Kincaid responded that the City does have a few new vehicles that need to be lettered, but the City Manager had decided to hold off on doing that because he felt the Council was really close to approving something. He continued that the cost to letter the new vehicles will be the same regardless of which logo is used.

Councilor Kincaid continued that he didn't think all the City vehicles should be re-lettered. He said that the new logo could easily be placed on the City's website by staff and that he would like to see the tourism website use the logo as well because they currently have a completely different one than the current City one. He said the digital logo switches would not cost anything to roll out.

Councilor Kincaid said he didn't think the new logo would really cost anything additional to roll out because the process would be a gradual thing where as items need to be replaced, the new logo is implemented at that time and not before.

City Manager Mike Bennett concurred and said that in some instances, the City actually may save a little money depending on the use because the old logo had a bigger variety of colors compared to the new one.

Councilor Kincaid then discussed the original \$500 stipend that was offered by the City. He asked the City Manager where the money was coming from and if it actually was in the budget. Mr. Bennett responded that he recalled that it was in last year's budget for the City Manager, but it was not included in the budget for 2016 because by then, the City started working on it with the students as a class project. He continued that the instructor at WCCC stated that they could not receive the stipend as a school, but there probably were still a few options that staff and the Council could consider. One option would be that the City Manager's Economic Development line item in this year's budget could fund the stipend, or staff could look at a couple other areas in the budget.

Councilor Kincaid said that in talking with the instructor at WCCC, the school can't take money at all and if a student is working on a project as a class project, they can't take the money either because of software licensing restrictions. He continued that there were students that worked outside of the classroom on the project at the end of the semester on their own time; two of the students said that they probably put in an hour or two of their own time, but one student said he put in probably a total of about 100 hours (of class time and his own time). Councilor Kincaid said that this student is very particular with detail, so it takes him a lot longer.

Councilor Kincaid continued that the "F" in the gear logo was actually created by a Colorado Mesa University student for the Downtown Advisory Board, so he wondered if the \$500 stipend should be split up or not given at all because all the different entities helped the City get to a conclusion on the logo. He said he would personally like to see the \$500 split up, but wanted feedback on what would be a proper way to do that.

Councilor Karisny asked how complicated would it get with the fact that the students at CMU were using the school's software to create the idea and asked who actually owns the idea of the "F" in the gear.

Councilor Kincaid responded that the student that created the "F" in the gear gave the City full rights to use if for whatever it wanted, as far as he knew.

Councilor Karisny asked how the student created the logo. Councilor Harvey responded that the student created it as part of an internship, but he wasn't sure exactly how that worked. He confirmed that the student gave the Downtown Advisory Board full rights to the logo concept.

Councilor Karisny said he was asking because Councilor Kincaid had stated that the schools or students couldn't accept any money because of software licensing rights.

Councilor Kincaid confirmed that the instructor at WCCC stated that a college student cannot compete with local business, but now that the project was completed as a class assignment, the students could now go out and solicit business work because they already fulfilled the educational side of it. He continued that the news had already reported that the school could get a \$500 stipend, but the instructor at WCCC explained to them that this was not accurate.

Councilor Kincaid said he wanted to go on record to say that the instructor has made this clear from the start; that the school cannot take any money. If the students are working on their own time, however, then that is a different scenario and they can still work on commercial projects.

Councilor Karisny asked Councilor Kincaid if he felt comfortable that the students could be awarded some stipend without it being an issue.

Councilor Karisny responded that he felt comfortable after his conversation with the WCCC instructor because he read through the whole software license agreement.

Councilor Bonar said that the two students that were a part of the end result of the long process both put in a great deal of work in class and also outside of class on their own, but the City did not end up using the product that either of them produced. He added that the students did, however, help the Council make a lot of choices, so their help should be recognized.

Councilor Bonar continued that the actual portion that the City is going to use is now the property of the Downtown Advisory Board, so in trying to cover the bases for everybody, his thought was that of the \$500, the Council could give \$200 to the Downtown Advisory Board and \$150 each to the two students for helping the Council get to the point where it chose the Downtown Advisory Board's logo.

Mayor Buck said she thought the \$200 should go to the person who designed the "F" in the gear logo, not the Downtown Advisory Board.

Councilor Bonar said it would be up to the Downtown Advisory Board to decide what to do with the money.

Mayor Buck said she disagreed.

Councilor Harvey said he didn't believe the Downtown Advisory Board was interested in collecting the \$500 to begin with.

City Manager Mike Bennett commented that Fruita's Advisory Boards are the arms of the City and they hold budgets, per say, although they may have projects they work on. He said he didn't think the City should write a check to the Downtown Advisory Board.

Councilor Kreie added that the City should give credit to the student who created the "F" in the gear logo.

Councilor Harvey said he thought the City could probably contact the student, but he didn't remember if it was an internship or a class project or something else. He said he didn't know the legalities of that and if the student could accept money for it or not.

Mayor Buck stated that the \$500 stipend idea came after the "F" in the gear was created and before the City went into an arrangement with the students, so she wasn't even sure why the stipend was an issue because it was supposed to be for the initial public process, for which the City did receive several submissions although none of those were chosen. She noted that the "F" in the gear was also submitted to the City. She said she understood the back story, but she was kind of confused how the City got to the point it did with the money part of it.

Councilor Kincaid said that he and the City Manager went over the history of the process with the students and at that point, it was discussed that it started as a contest and that the City was offering a stipend if a logo was chosen. He continued that this was when the WCCC Instructor explained that the school could not accept any money.

Councilor Bonar said that it seems that at the point that the "contest" was over and the City chose none of those submissions, the contest should have been null and void and the \$500 should be off the table and when the students were brought in, that was a whole new project because the process with the public did not result in the City finding a selection. Councilor Bonar added that the students should be recognized for their help.

Mayor Buck said she would likely support whatever direction Councilor Kincaid might have because she really wasn't a part of the whole back story.

Councilor Brackett said in looking at the efforts and contributions of the students, he thought it was important to build and maintain a relationship with them, so there should be recognition, but he didn't agree with giving them financial compensation. He suggested that the students and the program at the school be officially recognized by the City Council, as well as the Downtown Advisory Board for helping the Council to be able to come to a conclusion.

- **COUNCILOR KINCAID MOVED TO APPROVE PAYING OUT THE \$500 STIPEND BY SPLITTING IT 50% WITH THE STUDENT FROM COLORADO MESA UNIVERSITY THAT CREATED THE "F" IN THE GEAR AND THE**

OTHER 50% GOING TO DAX, THE WCCC STUDENT THAT HELPED CREATE THE LOGO. COUNCILOR BONAR SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.

Councilor Karisny noted that logos are sometimes copyrighted; the State of Colorado's logo is copyrighted and his assumption was that the "F" in the gear would be copyrighted, but municipalities may have some rights under some law, that people can't just use the logo on their own legally.

Mr. Bennett responded that some municipalities do a copyright or a trademark on their logo, and that this was something that staff could definitely look into to see what steps need to be taken to make sure that the City has what it needs in regards to sole rights to it to a certain degree.

Councilor Kincaid said he didn't think it was a copyright issue because it was paid for with public money. He said that the Colorado flag logo is not copyrighted, nor are the font on license plates and because they are paid for with tax dollars, it's open for anybody in the public to use.

Mr. Bennett said that there is a nice aspect of Colorado allowing reiterations of the state's logo; it's been a good way to advertise the state and that it would be awesome to see Fruita's local businesses use the gear in their own way to spread the City's message, so he wouldn't want to do anything that restricts that.

9. ADMINISTRATIVE AGENDA

A. COMMUNITY DEVELOPMENT DIRECTOR DAHNA RAUGH

1) ORDINANCE 2016-06 – FIRST READING – AN INTRODUCTION OF AN ORDINANCE AMENDING SECTION 17.07.070 (H) OF THE FRUITA LAND USE CODE OF THE FRUITA MUNICIPAL CODE CONCERNING FENCES FOR PUBLICATION OF PUBLIC HEARING ON JUNE 7, 2016

Community Development Director Dahna Raugh stated that at the April 5, 2016 City Council meeting, the Council approved changes to Chapter 7 of the Land Use Code, but specifically set aside the section regarding fences because there were several issues that needed further study.

Mrs. Raugh continued that based on the City Council's discussion, the regulations for fences have been amended to hopefully resolve the Council's concerns. The two main changes are paragraphs 11 and 12. Paragraph 11 was added to allow fences in the front yards of property fronting on major arterials as long as the fences do not violate the clear sight triangle for traffic.

Paragraph 12 was added to make it clear that staff decisions regarding fences can be appealed to the City Council.

Mrs. Raugh noted that there were also some changes to other paragraphs of this Section of the Code that clarify the requirements. She said that she hoped that the changes that have been provided

resolve all the concerns regarding fences, also noting that this was the First Reading of the Ordinance, so there would be time to make changes to the Ordinance if the Council felt any were necessary.

- **COUNCILOR BONAR MOVED TO PUBLISH A SYNOPSIS OF ORDINANCE 2016-06 – FIRST READING – AN ORDINANCE OF THE FRUITA CITY COUNCIL APPROVING AMENDMENTS TO SECTION 17.07.070(H), FENCES, OF THE FRUITA LAND USE CODE FOR THE CITY COUNCIL PUBLIC HEARING ON JUNE 7, 2016. COUNCILOR HARVEY SECONDED THE MOTION. THE MOTION PASSED WITH SIX YES VOTES.**

B. CITY CLERK/FINANCE DIRECTOR MARGARET SELL

1) PRESENTATION AND DISCUSSION OF THE 2015 FINANCIAL STATEMENTS AND OTHER RELEVANT INFORMATION

City Clerk/Finance Director Margaret Sell stated that the auditors were at the City of Fruita Administration Department the previous week and completed their field work, so she was presenting new financial statements. She added that the review of last year's financial statements will help the Council to adopt the budget for next year as well as the City's goals for the next two years.

Mrs. Sell said that the Council packet included a Management's Discussion and Analysis (MDNA), the actual financial statements, and the notes to the financial statements, which include an explanation of the various numbers contained in the financial statements. She said she wanted to cover the financial highlights, but there is a whole lot more information than that, so if the Council had any questions, they should let her know.

Mrs. Sell also noted that the auditors will give the Council a formal presentation and audit findings at the June 21, 2016 City Council meeting, which is when the formal adoption would occur.

Mrs. Sell covered the Financial Highlights listed in the MDNA. She then reviewed the City's net position, which increased from the previous year by about \$1 million in all funds combined.

Mrs. Sell's presentation of the financial statements also included a government-wide financial analysis, financial analysis of the City's funds, General Fund budgetary highlights, capital assets and debt administration and economic factors and next year's budget and rates.

Councilor Kreie said that he heard that there is a lag in time for the City to receive severance tax revenues. Mrs. Sell responded that the taxes are due in either October or December and the City receives the revenues the following August. She added that she anticipated that the severance taxes for this year will decline with the declines in the oil and gas industry.

Mr. Bennett said he thought the budget included approximately \$150,000 for severance taxes for this year, which is very conservative.

Mrs. Sell stated that in a nutshell, 2015 was not the best year, but the City survived it and she thinks the City is a little bit better off than was budgeted, but a lot of that has to do with timing of capital projects. She continued that there are a number of needs in the City, and in going forward into the 2017 Budget, that will be obvious. Mrs. Sell said the City needs to look at ways to fund capital needs in the future and there will be competing needs for the scarce resources that the City has, which is always what makes the budget difficult. She said that the City's departments are working well together to determine the City's priorities.

Councilor Kincaid asked if the Priority Based Budgeting process would make a big difference with next year's budget.

Mrs. Sell responded that she thinks it will force everyone to look more at the priorities and to let loose of some of the things that are probably lower on the priority list.

Councilor Kincaid asked if this process will be put to use for the 2017 Budget. Mrs. Sell said that this was staff's hope. She added that it is a three-year grant program that the City has, so this is the beginning stage and hopefully as the City goes through it in the next three years, the process will become more refined and helpful in making good decisions.

Mayor Buck encouraged anyone who had any questions to get with Mrs. Sell because she can explain things very well. She added that she herself met with the auditors, who as usual, said that Mrs. Sell has done a great job; there weren't even any adjustments that had to be made.

(Questions concerning any of the information provided in the report or requests for additional financial information should be addressed to the Office of the Finance Director, 325 E. Aspen Ave., Ste. 155, Fruita, CO 81521).

C. HUMAN RESOURCES DIRECTOR ODETTE BRACH

1) HUMAN RESOURCES AND MARKETING AND PROMOTION UPDATE

Human Resources Director Odette Brach stated that the Marketing and Promotion Fund is funded by a 3% lodging tax. 20% of Mrs. Brach's salary comes out of the Marketing and Promotion Fund.

In past years, the City has allocated \$61,000 to a marketing firm that the City has used for about 12 years (Cobb & Associates). In late 2014, the City did a Request for Proposal process for marketing firms. Two proposals were received and at that time, the City decided to stay with Cobb & Associates. The contract was for two years with an option for two following years, which means that Cobb & Associate's contract will come up for renewal at the end of this year.

Mrs. Brach continued that over the past two years, Cobb & Associates has experienced several personnel changes, which resulted in the City of Fruita receiving a new representative from the firm three separate times. Over this time period, Mrs. Brach said that the marketing firm's performance for the City diminished greatly, which was recognized during the budgeting process in 2015, therefore the \$61,000 allocation was reduced to \$40,000 to do Fruita's marketing and promotion for

the things they have been good at such as print advertising of mountain biking. The City reserved the other \$20,000 for special projects relating to tourism.

One of the special projects approved by the Fruita Tourism Advisory Council includes migration of the Mike the Headless Chicken website over to the Aha Consulting format, which is the same updated format for the City's website at www.fruita.org. Another project is to (hopefully) migrate the tourism website over to the same platform as well.

Mrs. Brach continued that other projects that the extra \$20,000 was used for include *A Day in the Life of the Grand Valley* video, which was produced by the Grand Junction Economic Partnership (GJEP), sponsorship for Rumble at 18 Road, new and improved Fruita brochure maps and tear-off maps.

The Cobb & Associates two year contract will expire at the end of 2016 and the Tourism Advisory Council will have a decision made prior to that as to what direction they want to take in regards to renewing the contract.

Mrs. Brach stated that currently, Cobb & Associates is working on some projects for the City of Fruita. They are starting a #gofruita campaign to encourage tourists and locals to post photos using instagram. They are also advertising in print in Mountain Flyer Magazine, Outdoor Elevation and the Daily Sentinel and in digital on the Pinkbike website (they did a 15-second video that showcases Fruita and mountain biking) and social media posts for the tourism and Mike the Headless Chicken web pages.

The latest project is the I-70 billboard update. Cobb & Associates recently presented to the Tourism Advisory Council two mock ups for the new billboard, which Mrs. Brach displayed on the overhead projector for the City Council. The first mock up had a mountain biking theme and the second one (which is the one that the Tourism Advisory Council liked) featured Max from Over the Edge and Lola, a dog that the Fruita Police Department found and got adopted out. The board recommended adding the #gofruita and to the second mock up for the billboard.

Mayor Buck stated that she likes dogs; she has dogs, but she does not take her dog everywhere and that it is so frustrating to be cruising down a path on a bike and have a dog run right toward your wheels, which she says happens on the trails all the time. She said she was afraid that the second photo promotes taking dogs on biking trails, which she does not care for.

Councilor Kincaid said that in his opinion, when you look at all of the photos that the City has, the photo that Mayor Buck was referring to shows the river in the background, there are rocks, a dog and a mountain biker, so there are a lot of different activities in that photo compared to the other design and a lot of the other photos, which are only mountain biking photos.

Mayor Buck said she didn't want Fruita to be another Aspen where everybody takes their dog everywhere.

Councilor Bonar said in his opinion, in the photo, Max was enjoying the view and the dog could care less.

Councilor Karisny said it he thought it would be hard to pick out all that detail while driving on the interstate.

Mr. Bennett said he didn't know what the process was last time for the I-70 billboard, so he asked the Council if they wanted to vote on what goes on the billboard or did they want the Tourism Advisory Council to make the decision?

Mayor Buck said she would like to see the recommendation for the billboard before money is spent on it and it goes up because she would at least like to know what's going up. She added that she wouldn't necessarily change it because she respects what the Tourism Advisory Council does.

Councilor Kincaid said he would include that in his report to the City Council on another agenda under Council Reports and Actions.

Mayor Buck said that someone asked her why Fruita can't outbid Moab for their billboard and asked if that was an option. Councilor Kincaid said that as long as Moab has that billboard, they have the first right to use it and they have kept it for years.

Councilor Kreie asked if there was a billboard close to Moab that Fruita could use for advertising. Councilor Kincaid said that there are some, but what the Tourism Advisory Council has found in the past is that most billboards like those cost about \$1,200 per month. He noted that this would take up \$14,000 of the Tourism's annual budget for a billboard that has been tried in the past and didn't really generate any traffic.

Mrs. Brach stated that the City pays \$400 per year for its billboard on I-70.

Mr. Bennett said that this same conversation came up the previous Thursday at the Tourism Advisory Council meeting regarding Moab and there was the same feedback from Cobb & Associates confirming what Councilor Kincaid had just said. The firm also suggested tracking visitors that Fruita receives because there could be potential for lower cost billboards in some other areas, although no concrete decisions have been made. The firm said that they recently looked at the Moab area also, and it is very difficult to find an existing one to rent that is not very high priced.

Councilor Harvey asked if Green River might be a good place for a billboard advertising Fruita. Mrs. Brach responded that there is difficulty finding a billboard all along I-70 and that there weren't very many available as she understood it.

Councilor Kincaid pointed out that according to the Google analytics for the tourism website traffic, there's very little coming from Utah and that more website traffic comes from Texas and California than from Utah. He said there is also a lot of traffic from Denver and the Front Range. He said if the City were going to look for another billboard, he would prefer to look east rather than west because it would be a smarter way to spend the money.

Mrs. Brach stated that in regards to the Co-Op grain elevator mountain bike banner that fell down, staff has received a lot of feedback and comments from citizens about really missing the banner. She said she received a quote of \$13,000 from Bud Signs to replace the banner. There was a three

year warranty on the banner, but it fell down after the warranty period was over. Mrs. Brach said the person who originally created and installed the banner (Bob Caldwell) is no longer in business, however he did look at the existing brackets on the grain elevator and he believes that some of them are still salvageable. She added that staff is working with Mr. Caldwell and Bud Signs to see what can be re-used and what it would cost by doing that and that she would keep the Council updated on the progress.

Mayor Buck requested that staff push to get the matter resolved as soon as possible; adding that she received a lot of feedback on it at the Fat Tire Festival and from others as well.

Mrs. Brach said she would try to expedite a resolution.

Councilor Kreie asked how the City was going to make sure that a new banner less than 10 years old wouldn't fall down as well.

Councilor Kincaid responded that most signs have a light color-fastness of 18 to 36 months because they fade in the sun, although the banner may last 10 years. He said this was the problem with the I-70 banner; it's four years old and has faded a lot.

Councilor Kreie asked how long the banner was up before it fell. Mrs. Brach responded that the banner was installed in 2009 and lasted until just recently.

Mr. Bennett stated that he thought Odette did a good job tracking down Bob Caldwell. This is when staff learned that there was a three-year warranty on the banner and Bob's company no longer exists, but what is nice about it is that he is coordinating with Bud Signs and really is the only local group that can install a banner. There is another company in Salt Lake City that staff can look into as well, but Bob is trying to use the old usable parts to get the \$13,000 quote reduced. Mr. Bennett said this is why it is taking so long to replace.

Mr. Bennett added that the Tourism Advisory Board discussed whether new photos should be considered for the grain elevator, but the Board was very interested in finding the same image that was originally used for the banner that fell down. Councilor Kincaid agreed that the original photo was the one that everyone had come to know and remember, so the City really shouldn't try something that might not work.

Mayor Buck asked if the expense for replacing the banner from here on out would always be \$13,000. Mrs. Brach stated that initially, the idea was that the City would replace the banner every three years. She said nobody noticed when one corner came loose and if the City would have caught it at that time, the banner probably could have been repaired or at least someone could have prolonged it or potentially stopped it from falling down. Mrs. Brach noted that the life cycle of the banner is supposed to be approximately three years. She said the cost of replacement in the future should not be \$13,000 because hopefully the brackets would be intact.

Mayor Buck asked what the cost of a banner was without the brackets. Mrs. Brach said the cost was between \$3,000 and \$5,000.

Councilor Bonar said this was what he remembered from the original discussion was that there would be a large amount of money to get the permanent frame(s) up and then every few years, for \$3,000 or \$4,000, the City could put a new banner on that frame.

Mrs. Brach said that a big portion of the expense is hiring the people and the crane to install the banner. She said this is why she thought it would be cost effective to have the people from Salt Lake City to come here and hire people to install it.

Councilor Kincaid asked if staff looked at any companies in Denver because there are companies there that do these types of projects all the time.

Mrs. Brach said that all she knew was that the banner material was the same kind that is used on the side of semi trucks, so the City thought that they would be the most durable.

Councilor Kincaid asked Mrs. Brach if she has talked to Colorado West Outdoor Advertising (CWOA). Mrs. Brach said she has not. Councilor Kincaid said CWOA does all the billboards and his firm did one that was 12' x 24', for which the printing of the vinyl was only \$450. He continued that CWOA installs billboards all the time, so he was sure that they would have resources for other outdoor advertising because they do the billboards that are on Highway 340 by downtown that are up on huge pole signs. Councilor Kincaid said CWOA might be able to do the large-type banners more so than Bud Signs would.

Mrs. Brach said she would look into it.

Mrs. Brach said she would contact CWOA and that she went with Bud Signs because they did the dinosaur banner.

Mrs. Brach continued that she and the City Manager were approached by Mark Bowman of the Visitor's Convention Bureau (VCB) and the VCB put in a proposal to host the 2017 Governor's Conference in Grand Junction in June. The VCB asked Fruita to partner with Palisade and the VCB for the event. The biggest thing the VCB wants help with is the kick-off reception including a dinner the first night, the cost of which would be approximately \$15,000. The VCB requested that Palisade contribute \$2,500 and that Fruita contribute \$2,500 and a letter of support for the proposal to apply for the award for the Governor's Conference.

Mrs. Brach noted that she attended the Governor's Conference in 2006 in Keystone, but a representative of Fruita has not attended once since except for the one that was held in Grand Junction in 2009. She said it would be nice to get the Conference here to showcase the Grand Valley.

Mrs. Brach stated that another of her responsibilities includes the City's Information Technology (IT). The City of Fruita has contracted with ProVelocity to provide IT services since 2009 and their scope of work includes the City's telephones, internet, computers (including replacements), servers and infrastructure and they also provide help desk support for City employees. Mrs. Brach stated that there was a slight increase to service costs this year and the overall budget for IT is \$136,850.

Mrs. Brach stated that she is also responsible for the Human Resources Department for the City. She said 80% of her time is spent on HR. In 2015, new and improved options were added to the City's suite of benefits that went into effect in January of 2016. The City has a new dental provider (Delta Dental) and Mrs. Brach said she thinks the City's employees overall are pretty happy with that. The City also added voluntary vision insurance and participation is good in the program.

Mrs. Brach stated that staff continues to look for benefits to add to the City's benefit package because that is the number one recruiting tool for Fruita.

Mrs. Brach noted that in addition, a monthly pass to the Fruita Community Center is offered to all City employees and City Council at no cost. This is a pilot program that will run until the end of 2016, at which time it will be re-evaluated during the budget process.

Mrs. Brach said that compensation continues to be a challenge given the City of Fruita's budget. She said that the City still remains at about 10% on average below market with local municipalities and companies that the City competes with for talent.

In early 2016 in lieu of pay increases, full time employees (excluding Department Directors) received a \$500 bonus and some part time staff received a \$250 bonus.

Mrs. Brach said the other thing happening in Human Resources is the Affordable Care Act, which continues to be a challenge. 2016 was the first year that the City had to complete 1095-Cs, which are similar to W-2s. 1095-Cs provide evidence to the Internal Revenue Service whether or not an employee has health insurance coverage. Mrs. Brach said she continues to look for ways to stay abreast of the changes and requirements for the Affordable Care Act. She said it will continue to be a challenge going forward because it is ever-changing.

This concluded Mrs. Brach's presentation.

10. CITY MANAGER'S REPORT

Mayor Buck said that the City Manager sent an e-mail regarding meeting with Governor Hickenlooper on Sunday, May 15th. She said that she would be there and asked if any of the other Council members would be also; noting that the Council would have some special time with the Governor.

City Manager Mike Bennett explained that the full day's schedule hadn't been completely locked down yet, but he met with Kristi Pollard of the Grand Junction Economic Partnership (GJEP) the previous day, who is coordinating with the Outdoor Recreation Coalition and the Governor's Office for the visit on May 15th. He said that the reception at the Avalon is open to anybody, but it would be great if most of the City Council could be there as well. Mr. Bennett said that RSVPs were required and staff would post the event on its calendar.

Mr. Bennett explained that the Governor is on a tour for his "16 in 2016" Trails Initiative throughout Colorado. Part of that tour includes the Governor riding a Colorado made bike on portions of or near proposed trails. Mr. Bennett said that the Governor would be going with a

specific group to do some riding near where the proposed “Plunge” trail will be and then he would mainly be doing a ride on the Riverfront Trail.

Mr. Bennett said that originally, the plan was for the Governor to ride a stretch from Los Colonias Park to the Lunch Loops, but he proposed to GJEP that the Governor ride into Fruita and do a short tour of the portion of the Riverfront Trail that was part of the “16 in 2016” initiative.

Mr. Bennett continued that after the bike ride, the plan may be that the Council and the Governor take a bus tour of where the route will be on the Riverfront Trail. He added that the initial draft agenda showed meeting at one of the breweries in Grand Junction where there was time set aside for the Fruita City Council to sit down with the Governor for 30 minutes.

Mr. Bennett said he would update the Council as the day’s events were planned out and would keep the Council updated. He noted that the Governor’s schedule would not be released to the public except for the reception at the Avalon Theatre.

Mr. Bennett continued that he attended a meeting the previous day regarding Mesa and Garfield Counties’ receipt of a Department of Local Affairs (DOLA) matching grant award to do a Broadband Assessment and Strategic Plan to look at where fiber (dark and active) is located throughout all of Mesa and Garfield Counties, so it includes the City of Fruita.

Mr. Bennett said the study will essentially identify where fiber is currently located and where fiber is needed. The priorities will be first be the urbanized areas and after that, the un-urbanized and county areas. Mr. Bennett said that Fruita will definitely benefit from this.

The counties have contracted with a company called Neo Fiber, whom Mr. Bennett said he attending a meeting with and their main recommendation is that each group go through the process that the City of Fruita did in their last election to give municipalities the ability to override Senate Bill 152 (which restricts municipalities from providing (directly or indirectly) high-speed internet access, cable television service and telecommunications service). Mr. Bennett said that staff feels good that the City of Fruita has already done that. Mesa County, Palisade and even the smaller municipalities still need to go through this process when the can because one of the next steps for the study will ultimately be receiving proposals for public/private partnerships where private firms can go in and build a fiber network and provide high-speed internet to residents and businesses. Mr. Bennett said some of the initial proposals he had seen were for fairly low prices.

Mr. Bennett noted that Fruita has been very clear with the public that the City does not intend to be a provider of these services, but it could lead to opportunities where the county as a whole receives planning and implementation grants to work towards those public/private partnerships.

Mr. Bennett stated that there is a county-wide survey that is starting to circulate for residents to express their needs for fiber and high-speed internet. Following that, there will be some community outreach meetings, one of which will be held in Fruita in early June.

Mr. Bennett also stated that at the last Municipalities Dinner, it was announced that the next Municipalities Dinner would be held in June hosted by the Town of Collbran. The Manager in

Collbran mentioned that the proposed date would not work because it fell on a night when the Fruita City Council has a regularly scheduled meeting, but he would keep the Council informed if the date changes.

Mr. Bennett said that he was going to e-mail some proposed dates for a Council raft trip and City tours to get some feedback on what works best for everyone's schedule. He said that at the workshop, it was expressed that probably a Friday would work best for the raft trip, so he was looking at either June 10th or 17th.

Mr. Bennett also said he wanted to clarify that the Council would like to meet on the fifth Tuesday in May for a special kick-off meeting for the goal setting process. There was consensus among the Council to schedule the special goal setting meeting for the fifth Tuesday in May at 5:30 p.m.

Mayor Buck noted that Councilor Kincaid had a great idea for some new name badges for the Council that he would e-mail to everyone.

11. ADJOURN

With no further business before the Council, the meeting was adjourned at 9:40 p.m.

Respectfully submitted,

Debra Woods
Deputy City Clerk
City of Fruita