

**FRUITA CITY COUNCIL
REGULAR MEETING
SEPTEMBER 6, 2016**

1. INVOCATION AND PLEDGE OF ALLEGIANCE

The Invocation was given 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.

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 BY JENNIFER STOLL, EXECUTIVE DIRECTOR OF THE GREATER GRAND JUNCTION SPORTS COMMISSION

Executive Director of the Greater Grand Junction Sports Commission (GGJSC) Jennifer Stoll gave the Council on update with a PowerPoint presentation on what the Commission has been doing and where they are headed in the future.

Ms. Stoll recalled that the GGJSC was established in 2014 to capitalize on the Grand Valley's approach to targeting sporting events and sport tourism. At this time, a comprehensive Facility and Venue Audit was completed to determine what assets are available and how and when they may be used for sporting events. The audit encompassed Mesa County in its entirety.

The GGJSC has filed their Articles of Incorporation and has a Board of Advisors in place, who adopted by-laws earlier this year. The Board then went right to work on developing a Strategic Plan.

Ms. Stoll showed the Council a quick snapshot of the Board of Advisors, which is representative of all of the funding partners which include Colorado Mesa University, the City of Grand Junction, the City of Fruita, the Town of Palisade, Mesa County and Kristi Pollard from the Grand Junction Economic Partnership (GJEP), who is the Chair of the GGJSC Board.

The Strategic Plan of the GGJSC is comprised of five key objectives:

1. Enhancing existing events
2. Recruit new events
3. Own/Operate Events
4. Message expansion
5. Establishing key relationships

Ms. Stoll touched on each of the objectives briefly.

In regards to recruiting new regional and national events, the GGJSC placed 7 bids in 2015 and was awarded (or renewed) 3 events: the Rocky Mountain Collegiate Cycling Conference Regionals (Maverik Classic Event), Special Olympics Colorado (who extended their agreement to three more years) and the 2017/2018 USA Cycling Collegiate National Championships (to held for the first time in the spring of 2017).

In 2016, the GGJSC has placed 11 bids (some still in process), which include 6 sports and 20 different NCAA Championships; everything from cross-country, air rifle, swimming, diving, soccer, and tennis. The NCAA packages their bids for a multi-year award for the next 4 years. So far, the GGJSC has received one award: the Colorado Masters State Swim Championships in March. The other bids that are out are either due in September or October and bid awards won't be announced until December.

Ms. Stoll continued that the objective of owning and operating the GGJSC's own events was examined for a number of reasons including specifically targeting community venues and assets that the Grand Valley already has. Other reasons are to fill gaps in community calendars and to build sustainability in the actual organization to provide some diverse revenue streams.

Ms. Stoll stated that a good example of an event that the GGJSC owns and operates is the Rim Rock Marathon. In 2013, the first marathon was in transition because the Striders (a local running club) acquired it from a private promoter, but no one really took ownership of it until the GGJSC stepped in and said they would be happy to operate the marathon and it was a great fit. In 2014, GGJSC increased the registration of the Rim Rock Marathon up to almost 200 runners (a 20% increase) and in 2015, registration was up 30% to 244 participants. This number included runners from 20 states and six countries and 70% of them were non-local participants.

Ms. Stoll said that the GGJSC also took the first step toward branding the Rim Rock Marathon as a Fruita event by moving the finish line from the State Park on the other side of the highway to Circle Park, which worked out really well. The 2016 Rim Rock Marathon will move forward with this same plan. Currently, 175 people have registered for the 2016 marathon, but there are two months left before the event and Ms. Stoll said she was confident that the total participants will eclipse the number from last year and the event will continue to grow. A downhill half-marathon has also been added and has been rebranded as a Fruita event.

Ms. Stoll played a promotional video for this year's Rim Rock Marathon that was done by 14K Media that is being pushed out through all platforms and sponsors including US Bank and Family Health West.

Ms. Stoll stated that the revenue from the Rim Rock Marathon is split between the Sports Commission and CMU's Track & Field and Cross-Country Program, who provides volunteers. The Sports Commission has also partnered with the Fruita Parks and Recreation Department on the Fruita 0.038 Marathon, which is a one-mile family-friendly run addition to the Rim Rock Marathon.

Objective number 4 on the GGJSC's Strategic Plan (Expand messaging) is to be the community clearinghouse for sporting events, to increase non-local brand awareness and to increase local brand awareness to get the message out about who GGJSC is and what they do.

The GGJSC has worked with a subcommittee of their Advisory Board to write a proposal so that when events come to the community, whether their entry point is the City of Fruita or Mesa County or Grand Junction, they would be directed to the Sports Commission to vet the sporting event and to allocate resources as approved by the Board. The Board would then report on how those resources were allocated and what the end result was in terms of economic impact and visitor-ship perspective.

Ms. Stoll said that the goal with the Event Grant Program is to create a central place with whom event owners work regardless of request origination. She said hopefully it relieves some of the burden off of elected officials because nobody wants to be asked for resources out of budget cycle.

Ms. Stoll said that the GGJSC has made a much more concerted effort in getting their message out on both the local and national levels. Leading sport tourism publications have featured them in articles a number of times this year.

Ms. Stoll said the last objective of the GGJSC is to establish key relationships and to continue to build the awareness of who the GGJSC is with private sector partners, civic leaders, event directors (both locally and non-locally), and youth sport organizers. She said the collaborative effort has really been the catalyst for the GGJSC from the onset and is extremely vital.

Ms. Stoll stated that the GGJSC is in the process of filing for their 501-C-3 status, they have submitted an application for an Enterprise Zone designation, they will have a private sector fundraising campaign and will be implementing the Event Grant Program.

Moving forward into FY 2017, the GGJSC will request a contribution from the City of Fruita for \$1,500 (\$1,220 was requested and contributed last year). They will also be applying for a Colorado Tourism Office Marketing Matching Grant, which will double public investment up to \$25,000 for marketing efforts. The grant application is due mid-October and Ms. Stoll said she would earmark the contributions in their budget that have already been given by public partners and have that matched rather than asking for more public partners for additional resources.

Ms. Stoll stated that it has been amazing to watch the progression of the Sports Commission over the last few years and although big strides have been made, there is still much to do. She commended Fruita's City Manager and Parks and Recreation Director, saying it has been nothing but a pleasure to work with them and she is looking forward to what the future holds.

Ms. Stoll added that she really thinks the Rim Rock Marathon with 300 to 350 runners may not be a huge event, but that's not what the community wants here and what we do have is a beautiful, serene, customer service-driven event that can continue on the trajectory of growth and become a marquee event for the community.

5. PUBLIC PARTICIPATION

Mr. Richard Sander, 129 S. Maple Street, stated that he had to voice one more comment on the issue of the Sacred Heart Church; he still can't figure out why the church doesn't want to sell the house property. Mr. Sander said he spoke to Community Development Director Dahna Raugh and asked if there was anything that would legally prevent the church from selling the house as a residence and Mrs. Raugh said that there were no laws against that.

Mr. Sander continued that he wasn't trying to be negative, but he thinks that if the church markets the house property commercially with the church building, then it would make sense for a commercial enterprise to knock the house down to provide parking spots. He said he believes this is why the church has made no effort to sell the house.

Hearing no further comments from the public, Mayor Buck closed the public participation section of the agenda.

6. CONSENT AGENDA

- A. MINUTES – A REQUEST TO APPROVE THE MINUTES FROM THE AUGUST 16, 2016 CITY COUNCIL MEETING**
- B. SPECIAL EVENT LIQUOR PERMIT APPLICATION – FRUITA FALL FESTIVAL – A REQUEST TO APPROVE A SPECIAL EVENT LIQUOR PERMIT APPLICATION FOR THE ROTARY CLUB TO SELL BEER AT THE FRUITA FALL FESTIVAL ON FRIDAY, SEPTEMBER 23, 2016 FROM 3:00 PM TO 10:00 PM AND ON SATURDAY, SEPTEMBER 24, 2016 FROM 11:00 AM TO 10:00 PM AT CIRCLE PARK AND CIVIC CENTER MEMORIAL PARK (TWO BEER GARDENS)**
- C. RESOLUTION 2016-32 – A REQUEST TO APPROVE A RESOLUTION FOR SUPPLEMENTAL BUDGET AND APPROPRIATION FOR OVERLAYS AND PUBLIC SAFETY TRAINING**
- D. RESOLUTION 2016-33 – A REQUEST TO APPROVE A RESOLUTION TRANSFERRING BUDGETED AND APPROPRIATED FUNDS FROM THE CAPITAL PROJECTS FUND TO THE GENERAL FUND FOR ECONOMIC DEVELOPMENT EXPENSES (FOREIGN TRADE ZONE)**
- E. RESOLUTION 2016-34 – A REQUEST TO APPROVE A RESOLUTION APPROVING AND GRANTING A LICENSE AGREEMENT TO BLACK ROCK GJ, LLC FOR THE USE OF THE OLD FRUITA WATER PIPELINE AND**

EASEMENT AS RECORDED IN BOOK 995, PAGE 21 OF THE MESA COUNTY CLERK AND RECORDER'S OFFICE FOR IRRIGATION PURPOSES AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT

- F. ROBINSON VACATION RENTAL CONDITIONAL USE PERMIT REQUEST – A REQUEST TO CONTINUE THE APPROVAL OF A CONDITIONAL USE PERMIT FOR A VRBO TO THE SEPTEMBER 20, 2016 CITY COUNCIL MEETING**
- G. ORCHARD HOUSE VACATION RENTAL CONDITIONAL USE PERMIT REQUEST – A REQUEST TO APPROVE A CONDITIONAL USE PERMIT FOR A VACATION RENTAL ON APPROXIMATELY .45 ACRES OF LAND ZONED COMMUNITY RESIDENTIAL AND LOCATED AT 164 N. ORCHARD AVENUE**

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

There were no public hearing items on the agenda.

8. ADMINISTRATIVE AGENDA

There were no administrative items on the agenda.

9. COUNCIL REPORTS AND ACTIONS

COUNCILOR BONAR

Councilor Bonar stated that there was no Historic Preservation Board meeting on the first Monday of the month due to the Labor Day holiday.

Councilor Bonar said that the mural that is being painted on the west side of In the Middle Liquors is really nice; it's a western theme with downtown Fruita. He recommended that everyone drive by to look at it. Councilor Bonar said the artist(s) are doing a really nice job and should be applauded for doing so.

COUNCILOR KARISNY

Councilor Karisny reported that he attended the Grand Valley Regional Transportation Committee (GVRTC) meeting the previous month and had sent the Council members the new memorandum on the contracted service provider and there were a couple of pages that describe the process of choosing a particular company. He continued that City Engineer Sam Atkins was on the five-person panel that put in a lot of time reading hundreds of pages of applications as well as interviewing applicants. Councilor Karisny said that the GVRTC Board is made up of elected officials including Phyllis Norris, Penny Prinster, Scott McInnis and himself. These Board members approved the recommendation of the panel for the contracted service provider by a vote of 3 to 1. Phyllis Norris chose to deny it, but only after a lengthy discussion about Grand Junction not wanting to continue funding Grand Valley Transit (GVT).

Councilor Karisny went on to say that there is a history on the issue and that Ms. Norris had stated that it was her understanding when the GVT was established in 2007, there was a White Paper that said that in five years, the GVT would be self-funding.

Kathy Hall (now the director of Region 3) was part of the initial establishment of the GVT and she was also at the meeting and said that there was no such description in the White Paper.

Councilor Karisny said this has been an ongoing issue with the City of Grand Junction and that it is kind of baffling for the Board members because Grand Junction benefits from GVT the most and everybody has always said that, so it seems logical that they (Grand Junction) would understand that.

Councilor Karisny said that in a couple of months, another Intergovernmental Agreement (IGA) will be developed for approval by the Town of Palisade, the City of Fruita, the City of Grand Junction, and Mesa County. He noted that the last IGA was a two-year agreement and was about \$100,000 less than what the GVRTC was asking for, but it was kind of a compromise because Grand Junction wanted to reduce the amount of their contribution.

Councilor Karisny continued that Ms. Norris was more interested in funding the reduced service model and there was a pretty good discussion between Scott McInnis and Ms. Norris about that. He added that all the municipalities will be able to budget for the next year at the same rate that they have paid in the past. This will give the municipalities some time to negotiate what they might do as far as possibly reducing services or increasing funding of the GVT.

Councilor Karisny said that Scott McInnis agreed with Todd Hollenbeck that the funding of the GVT should be at the 64,000 hours and not the reduced service level. He said that the issue that the City of Fruita might have is if a reduced service level is approved. The initial dialogue included possibly eliminating some of the more expensive routes. Fruita's Route 8 is the most expensive route the GVT has at about \$350,000, even though a little less than half of the route is in Grand Junction.

Councilor Karisny said he believes the group will continue to discuss the possibility of reduced services. Todd Hollenbeck and the GVRTC staff are going to go through a process of looking at efficiencies using some new software that will provide specifics about how and when routes are

running and other information. They might be making some recommendations after that. They will also be evaluating the bus passes for CMU and St. Mary's Hospital.

Councilor Karisny stated that the bottom line is that there will be the ongoing discussion about the City of Grand Junction reducing their contribution to the GVT system.

Councilor Karisny said he thought it would be helpful for the City of Fruita to try to ensure that Route 8 is being used to the maximum by providing the information about route schedules to as many people as possible. He suggested putting something in the City Link about the route and also putting a link to the information on the homepage of the City's website. He said Fruita needs to show that Route 8 is being used.

Councilor Karisny pointed out that ridership on all the other GVT routes are down about 8% while Fruita's Route 8 ridership is just a little bit up from last year (currently around 3,000 rides per month).

Councilor Karisny said there will be a discussion among City Managers about the IGA and their recommendations will go to the GVRTC Board. The GVRTC Board will then make a recommendation to the governing bodies of the local municipalities and the county, who ultimately will approve or deny the IGA. The IGA will come up in October and it may be for one year or multiple years.

COUNCILOR HARVEY

Councilor Harvey noted that his Boards and Commissions meeting were forthcoming so he didn't have anything to report until afterwards.

COUNCILOR KREIE

Councilor Kreie reported that he attended the Associated Governments of Northwestern Colorado (AGNC) the day after the last Council meeting. The Board talked about the Dinosaur Welcome Center, which has had a 10% increase in visitors in 2016. There was a report by the Area Agency on Aging who serves about 10% of Fruita's seniors currently.

Councilor Kreie explained that AGNC do a lot of lobbying; they keep up on what bills are forthcoming and make statements and claims about what those bills will do to their constituents. He added that there has been a request for a draft bill for a new or revised Irrigation Act. This will affect water users under the 1921 Irrigation Act. Councilor Kreie said if more information was needed about this, the AGNC's government relations person was the one to contact.

Councilor Kreie continued that another thing discussed at the AGNC meeting was how several of the Councils of governments around Colorado have designated themselves as Economic Development Districts and they had someone give a presentation about it. Councilor Kreie said the AGNC may try to do this in some form or another.

Councilor Kreie noted that the Downtown Advisory Board meeting was forthcoming.

COUNCILOR KINCAID

Councilor Kincaid reported that he, Human Resources Director Odette Brach and City Manager Mike Bennett met with the Visitors Convention Bureau (VCB) and they are putting in for a grant opportunity through the CTO for outdoor recreation. The grant application is due in October and the goal is to reach up to a \$25,000 match. There are some funds earmarked in the Fruita Tourism budget for next year, so this would be an opportunity to expand those dollars a little bit farther.

Councilor Kincaid noted that the Governor's Conference will be held the following week (September 14 – 16) and Mrs. Brach will be going for all three days, but he will be there for two days. They will share a booth with the Grand Junction VCB and Palisade.

Councilor Kincaid stated that local partners in the Grand Valley were awarded the Governor's Conference next year in Grand Junction. The conference is for the people that are involved in tourism throughout the state such as tourism boards and other government officials who are trying to get more tourism into Colorado.

Councilor Kincaid stated that the Tourism Advisory Board had their planning meeting, but said he had to recuse himself due to a conflict of interest. He asked the City Manager to get the information about that meeting to the other Council members.

COUNCILOR BRACKETT

Councilor Brackett stated that the Police Commission meeting would be coming up in September and he would be attending.

Councilor Brackett reported that the Parks and Recreation Advisory Board met the previous Thursday. They had a rather lengthy agenda and Councilor Brackett said staff did a very good job of detailed reporting of the accomplishments have been so far with the grants being awarded and those grants currently in process. He asked if Parks and Recreation Director Ture Nycum (present in the audience) wanted to include the information about the timelines for grant award notifications.

Mr. Nycum noted that in regards to the grant application for the Kokopelli section of the Riverfront Trail, the City received word that the Department of Local Affairs (DOLA) awarded a \$1 million grant for the project and staff is waiting to hear back from Great Outdoors Colorado (GOCO) for another \$2 million grant application as well as a CDOT TAP grant application for \$1.2 million. The award notices for these should be coming up at the end of September or first of October.

Councilor Brackett stated that the Parks and Recreation Advisory Board also had some discussion concerning adopting accreditation standards for city employees in the Parks and Recreation/Parks Departments. There will be a cost involved, but if funding is not approved in the budget, the Department will look at the accreditation standards anyway because they have a professional approach that they want to take to improve on the services provided to Fruita's citizens.

Councilor Brackett continued that there was also some discussion on the lagoon property redevelopment project. He said that the survey that was sent out to the community resulted in some

decent responses, however, there were about 12 to 15 different areas where recommendations were made to the City about potential recreational activities such as zip lines, kayaking, canoeing and some beach areas. Councilor Brackett said he thought that the process will be refined in the future and there will be some good priorities established.

Councilor Brackett said there was also some talk about the budget and the request for changes in the hours of operation at the Fruita Community Center. Suggestions (with input from the community) include opening the FCC one half hour earlier. The Board also looked at reducing some staffing costs on some evenings when there is not a lot of heavy use at the FCC. Staff compiled some surveys from other Parks and Recreation Departments across the state before they will have a final recommendation. Councilor Brackett noted that there may also be some slight increases in the fee structure for the FCC. He said that overall, the revenue that is being generated by the FCC is far surpassing expectations.

Mr. Nycum added that the Parks and Recreation Advisory Board analyzed some alternatives regarding reducing some hours at the FCC on Friday and Saturday evenings and other options.

MAYOR BUCK

Mayor Buck stated that she had already received a phone call about the crosswalk on Coulson Street from Independence Village to the Fruita Community Center and asked if it was being kept open during construction. Mr. Nycum responded there is a way for the residents of Independence Village to get to the FCC.

Mayor Buck said she attended the Feast of Skulls the day before she and the City Manager left for Eurobike. She said it was a good event, but she wondered why the Museum of Western Colorado (MWC) is still promoting three campuses, which is not financially sustainable.

Councilor Kincaid responded that the challenge currently is that the MWC is trying to get a feasibility study completed, which is about \$40,000. He added that the MWC will be submitting a letter to the City of Fruita for additional support for that.

Councilor Brackett noted that he forgot to mention that the FCC would be conducting their annual Maintenance Week and will be closed from September 12 through the 19th.

Mayor Buck stated that the trip to Germany for Eurobike had its high points and low points; the low point being based around lack of sleep and the high point being that the media coverage was exceptional. She noted that the City Manager received an e-mail two days later regarding someone who wants to talk to the City of Fruita at the Interbike Show in Las Vegas the week of September 19th.

Mayor Buck continued that the media event was okay and working with MRP was great. She said she wasn't sure if she and the City Manager did a whole lot of good with cold contacts at Eurobike, but on the day that they left, they were two hours away from the show and some person recognized them from the show, which meant that they did stand out.

10. CITY MANAGER'S REPORT

City Manager Mike Bennett reported that Big Agnes (the company that was looking at locating in Fruita) had made the decision not to expand in the Grand Valley.

Mr. Bennett noted that on the agenda for the upcoming workshop session would be a discussion about the Grand Valley Transit Agreement, although the majority of the meeting would be about the presentation of the draft budget for 2017. Budget discussions will continue at subsequent Council meetings. Mr. Bennett pointed out that Finance Director/City Clerk Margaret Sell has done the budget for the City of Fruita for over 30 years and she had said the other day that the 2017 Budget will be the toughest one yet.

Mr. Bennett said that banners featuring the new logo had been installed everywhere in town where a light post with brackets is located.

Mr. Bennett stated that in regards to the Museum of Western Colorado, the MWC was at a City Council workshop session and staff asked the Executive Director (Peter Booth) to fill out a request for Outside Agency Funding from the City. He continued that it seemed like the MWC wanted the City of Fruita to pay for a full grant match for the feasibility study. Mr. Bennett said staff will be evaluating all of the Outside Agency Funding Requests received and will be bringing those to the City Council during the budget discussions.

Mr. Bennett said that Eurobike was great in a lot of ways and it was also tough in a lot of ways, but overall, the media coverage was great; *Bicycle Retailer* is a very big publication in the biking industry and they covered the City of Fruita very well. He continued that he also had interviews with them on the phone before attending Eurobike, and there will be a feature in the October publication, which will be released at Interbike.

Mr. Bennett said that the biggest thing about going to these trade shows is getting the attention and showing that Fruita is serious about recruiting businesses.

Mr. Bennett said that he would be meeting with the head of one company in October in Fruita and that there are actually two companies that seem to be serious about their interest in Fruita, which is exciting.

Mr. Bennett noted that he and the Mayor would be heading to Interbike in two weeks with Steve Jozefczyk from GJEP, so they would not be in attendance at the September 20th Council meeting. He noted that he was already starting to line up some great meetings at the show.

11. ADJOURN

With no further business before the Council, the meeting was adjourned at 7:50 p.m.

Respectfully submitted,

Debra Woods
Deputy City Clerk
City of Fruita