

**GRAND JUNCTION LIQUOR LICENSING AUTHORITY**  
**MINUTES**  
**April 16, 2025**

**I. Call to Order**

The meeting was called to order at 2:04 p.m. Those present were Hearing Officer Sam D. Starritt, City Attorney John Shaver, and Deputy City Clerk Misty Williams.

**II. License Renewal Applications**

1. Pinnacle Venue Services, LLC dba Avalon Theatre, 645 Main Street, Grand Junction, CO 81501, Lodging & Entertainment
2. Pinnacle Venue Services, LLC dba Two Rivers Convention Center, 159 Main Street, Grand Junction, CO 81501, Hotel & Restaurant
3. Golden Gate Petroleum of Nevada, LLC dba Golden Gate Gas – 2395 G Road, Grand Junction, CO 81505, Fermented Malt Beverage and Wine
4. Thai Number Nine, LLC dba Thai Number Nine, 539 N. 1st Street, Grand Junction, CO 81501, Beer & Wine
5. Colorado Mesa University dba Colorado Mesa University Downtown Art Gallery, 437 Colorado Avenue, Grand Junction, CO 81501, Arts License
6. Loyal Order of Moose Grand Junction Lodge 270 dba Loyal Order of Moose Grand Junction Lodge 270, 567 25 ½ Road, Grand Junction, CO 81505, Club License
7. 476 Eatery, LLC dba 476 Food District, 2480 US Highway 6 & 50, Unit A, Grand Junction, CO 81505, Hotel & Restaurant

Hearing Officer Starritt read renewals 1 – 7 into the record. He verified with Ms. Williams the applications were in order. Hearing Officer Starritt asked if anyone was present to speak against any of the applications; there was no one.

Renewals 1 – 7 were approved as requested.

**III. License Renewal Applications with Late Filing**

1. 2751 Crossroad, LLC dba Holiday Inn Hotel and Suites, 2751 Crossroads Blvd, Grand Junction, CO 81506, Hotel & Restaurant - **45 Days Late**

Hearing Officer Starritt asked if there was a representative present from Holiday Inn Hotel and Suites. Chelsea Viapondo was present to answer questions regarding the

late filing. She explained that they had a change in office management, were short-handed, and during the transition the renewal had slipped through the cracks. They have implemented a multi-person check list for permits and expense accounts to ensure timely filing in the future. Hearing Officer Starritt asked if anyone was present to speak against the application; there was no one. Hearing Officer Starritt approved the late filing.

2. Blu Cellar Door, LLC, dba Highlands Distillery, 782 24 Road, Grand Junction, CO 81505, Distillery Pub - **46 Days Late**

Hearing Officer Starritt asked if there was a representative present from Highlands Distillery. Dave Proietti was present to answer questions regarding the late filing. He explained that this was their first year for having a license renewal with the City, and so they were unaware of how the process worked. As soon as they realized that their application was late, they immediately reported to the Clerk's office to rectify the problem. He further explained that since this oversight, that they have put a series of checklists and reminders, to avoid submitting a late renewal application again. Hearing Officer Starritt asked if anyone was present to speak against the application; there was no one. Hearing Officer Starritt approved the late filing.

#### **IV. Change in Corporate Structure Applications**

1. JJ's Cruisers, LLC dba Cruisers, 715 Horizon Drive, Suite 100, Grand Junction, CO 81506, Tavern

Gwendolyn Sessions, Owner (replacing Jude Morkus)

Hearing Officer Starritt asked if there was a representative present from Cruisers. Gwendolyn Sessions and Jonny Uren, owners of Cruisers, were present to answer questions regarding the change in corporate structure for JJ's Cruisers, LLC dba Cruisers.

Hearing Officer Starritt verified with Ms. Williams the application was in order, a background check had been performed, and that the results did not present any areas of concern. He asked if anyone was present to speak against the application. There was no one.

Hearing Officer Starritt approved the Change of Corporate Structure for JJ's Cruisers, LLC dba Cruisers.



## **V. Special Event Permit Applications**

1. Hilltop Community Resources, 1331 Hermosa Avenue, Grand Junction CO 81506, "Cinco de Mayo", Located on Main Street from 3rd to 7th, Grand Junction, CO 81501 on May 3, 2025, from 7:00 a.m. – 11:59 p.m.

Event Manager: Mike Archuleta, 667 Cordial Court, Grand Junction, CO 81506

Event Manager Mike Archuleta was present and answered a series of questions regarding the event's location, security, and how it will be conducted lawfully.

Hearing Officer Starritt verified with Ms. Williams that the application was in order and asked if there was anyone present to speak against the application. There was no one. Hearing Officer Starritt entered Exhibits "A" and "B" (attached) into the record.

Hearing Officer Starritt found that pursuant to the Colorado State Statute 44-05-106, there are no grounds to deny the special event permit; it would not be injurious to the public welfare because of the nature of the special event, its location within the community, or the failure of the applicant in past special events to conduct the event in compliance with applicable laws. The application for the special event permit submitted by Hilltop Community Resources, for the "Cinco de Mayo" event, was in order and approved.

2. Western Colorado Climbers' Coalition, 3197 Elm Avenue, Grand Junction CO 81504, "Climbers' Social", Located on 716 Scarlet Drive, Grand Junction, CO 81505 on May 8, 2025, from 3:00 p.m. – 9:00 p.m.

Event Manager: Nolan Robertson, 3197 Elm Avenue, Grand Junction, CO 81504

Event Manager Nolan Robertson was present and answered a series of questions regarding the event's location, security, and how it will be conducted lawfully.

Hearing Officer Starritt verified with Ms. Williams that the application was in order and asked if there was anyone present to speak against the application. There was no one. Hearing Officer Starritt entered Exhibits "A" and "B" (attached) into the record.

Hearing Officer Starritt found that pursuant to the Colorado State Statute 44-05-106, there are no grounds to deny the special event permit; it would not be injurious to the public welfare because of the nature of the special event, its location within the community, or the failure of the applicant in past special

events to conduct the event in compliance with applicable laws. The application for the special event permit submitted by the Western Colorado Climbers' Coalition, for "Climbers' Social", was in order and approved.

3. Grand Junction Sports Commission, 383 Indian Road, Grand Junction CO 81501, "Rides & Vibes 2025", Located on 300th – 600th Block of Main Street, Grand Junction, CO 81501 on May 9, 2025, from 12:00 p.m. – 11:00 p.m. and May 10, 2025, from 11:00a.m. – 11:00 p.m.

Event Manager: Ben Snyder, 2895 1/2 Jean Lane, Grand Junction, CO 81506

Operations Coordinator Sam Smith was present and answered a series of questions regarding the event's location, security, and how it will be conducted lawfully.

Hearing Officer Starritt verified with Ms. Williams that the application was in order and asked if there was anyone present to speak against the application. There was no one. Hearing Officer Starritt entered Exhibits "A" and "B" (attached) into the record.

Hearing Officer Starritt found that pursuant to the Colorado State Statute 44-05-106, there are no grounds to deny the special event permit; it would not be injurious to the public welfare because of the nature of the special event, its location within the community, or the failure of the applicant in past special events to conduct the event in compliance with applicable laws. The application for the special event permit submitted by the Grand Junction Sports Commission, for "Rides & Vibes 2025", was in order and approved.

4. Save-A-Life-Jacket Program, 2955 Kannah Creek Road, Grand Junction CO 81527, "Grand Valley River Festival", Located at the Las Colonias Butterfly Pond/Festival Area, 1601 Riverfront Drive, Grand Junction, CO 81501 on May 17, 2025, from 11:00 a.m. – 4:00 p.m.

Event Manager: James Stover, 2414 Sandridge Court, Grand Junction, CO 81507

Kate Ramsay and Ethan Ball were present and answered a series of questions regarding the event's location, security, and how it will be conducted lawfully.

Hearing Officer Starritt verified with Ms. Williams that the application was in order and asked if there was anyone present to speak against the application. There



was no one. Hearing Officer Starritt entered Exhibits "A" and "B" (attached) into the record.

Hearing Officer Starritt found that pursuant to the Colorado State Statute 44-05-106, there are no grounds to deny the special event permit; it would not be injurious to the public welfare because of the nature of the special event, its location within the community, or the failure of the applicant in past special events to conduct the event in compliance with applicable laws. The application for the special event permits submitted by the Save-A-Life-Jacket Program, for "Grand Valley River Festival", was in order and approved.

5. Mesa County Libraries Foundation, 443 N. 6th Street, Grand Junction CO 81501, "Sippin' for the Stacks – Garden Edition", Located on 517 Chipeta Avenue, Grand Junction, CO 81501 on May 3, 2025, from 4:00 p.m. – 9:00 p.m.

Event Manager: Ami Schiffbauer, 539 29 Road, Grand Junction, CO 81504

Event Manager Ami Schiffbauer was present and answered a series of questions regarding the event's location, security, and how it will be conducted lawfully.

Hearing Officer Starritt verified with Ms. Williams that the application was in order and asked if there was anyone present to speak against the application. There was no one. Hearing Officer Starritt entered Exhibits "A" and "B" (attached) into the record.

Hearing Officer Starritt found that pursuant to the Colorado State Statute 44-05-106, there are no grounds to deny the special event permit; it would not be injurious to the public welfare because of the nature of the special event, its location within the community, or the failure of the applicant in past special events to conduct the event in compliance with applicable laws. The application for the special event permit submitted by the Mesa County Libraries Foundation, for "Sippin' for the Stacks – Garden Edition", was in order and approved.

## **VI. Other Business**

There was none.

## **VII. Adjournment**

The meeting was adjourned at 3:33 p.m.

SPECIAL EVENT PERMIT  
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Cinco de Mayo - Hilltop Community Resources

2. How many attendees are expected? 5,000 - 7,000

3. Has the event been held in the past? If so, how many years? 43 Years

4. Have there ever been any violations or citations issued during the event in the past?  
No

5. Describe the premises at which the event will take place (attach diagram).  
Grand Junction's Main Street, spanning from 3rd to 7th Street.

6. What type of and how many security will be provided?  
Security for the event will begin at 10 AM with 4 security personnel on duty. At 4 PM, 2 additional officers will be added, followed by 2 more at 6 PM. By 6 PM, a total of 8 security officers will be present.

7. Describe the Security Control Plan (use additional sheet if necessary).  
Patrons purchasing alcoholic beverages must first visit the ticket booth for ID verification. Those 21 and older will receive a wristband before being issued drink tickets. The beer booth is staffed by Latino Anglo Alliance Foundation volunteers who are trained in the sale and service of alcoholic beverages. Event staff will monitor the sale and dispensing at both the ticket and drink booths to ensure compliance. Security officers, staff, and volunteers will observe attendee behavior to detect and address any alcohol-related concerns, maintaining a safe and controlled environment for all attendees.

8. How will security personnel be identified?  
Security officers will be easily identifiable as they will be in uniform. The hired security personnel for the event is Citadel Security.

9. If this event is an outdoor event, how will the exterior boundaries of the premises be marked (i.e., roped, fenced, etc.)?  
The beer garden & drink ticket booth will be enclosed by metal barricades marking the perimeter. Signage will be posted on the barricades stating "No Liquor Beyond This Point. Security personnel will be stationed at all access points to enforce liquor perimeter rules and ensure compliance throughout the event.



10. What method of age verification will be used (i.e., at the door, at the bar, etc.) and how will underage patrons be identified so as not to be served alcohol beverages (i.e., stamp or mark on the hand, etc.)?

A

Event volunteer staff and security personnel will be responsible for ID verification at the ticket booth before issuing drink tickets. Attendees 21 years and older will receive a wristband, a visual indicator for alcohol eligibility. Only individuals wearing a wristband will be permitted to purchase and consume alcohol.

11. How will the conduct and level of intoxication of attendees be monitored and by whom?

Event volunteer staff and security personnel will monitor attendee behavior and intoxication levels. Anyone appearing over-intoxicated will not be served further alcohol, ensuring a safe event environment.

12. Have the volunteers or members of your organization been trained in the sale/service of alcohol beverages?

Event volunteer staff have been trained in the sale and service of alcohol. Designated volunteers are currently undergoing recertification, which will be completed before the event date on May 3, 2025.

13. What other types of beverages and food/snacks will be available?

Non-alcoholic beverages will be available. Independent vendors will provide a variety of food options throughout the event.

14. Does this organization (applicant) have a State and City Sales Tax Number ? If so, provide those numbers below. If not, what is the application submission date?

State Sales Tax License: 04136961-0001; Sales/Use Tax License: 3360

I hereby certify, under penalty of perjury, that the information provided to the Grand Junction Liquor Licensing Authority contained in this questionnaire/affidavit is true and accurate to the best of my knowledge.



Applicant's Signature

3.5.25

Date

STATE OF COLORADO )  
COUNTY OF MESA ) SS.  
CITY OF GRAND JUNCTION )

Subscribed and sworn to before me this 5<sup>th</sup> day of March, 20 05.

Witness my hand and official Seal.

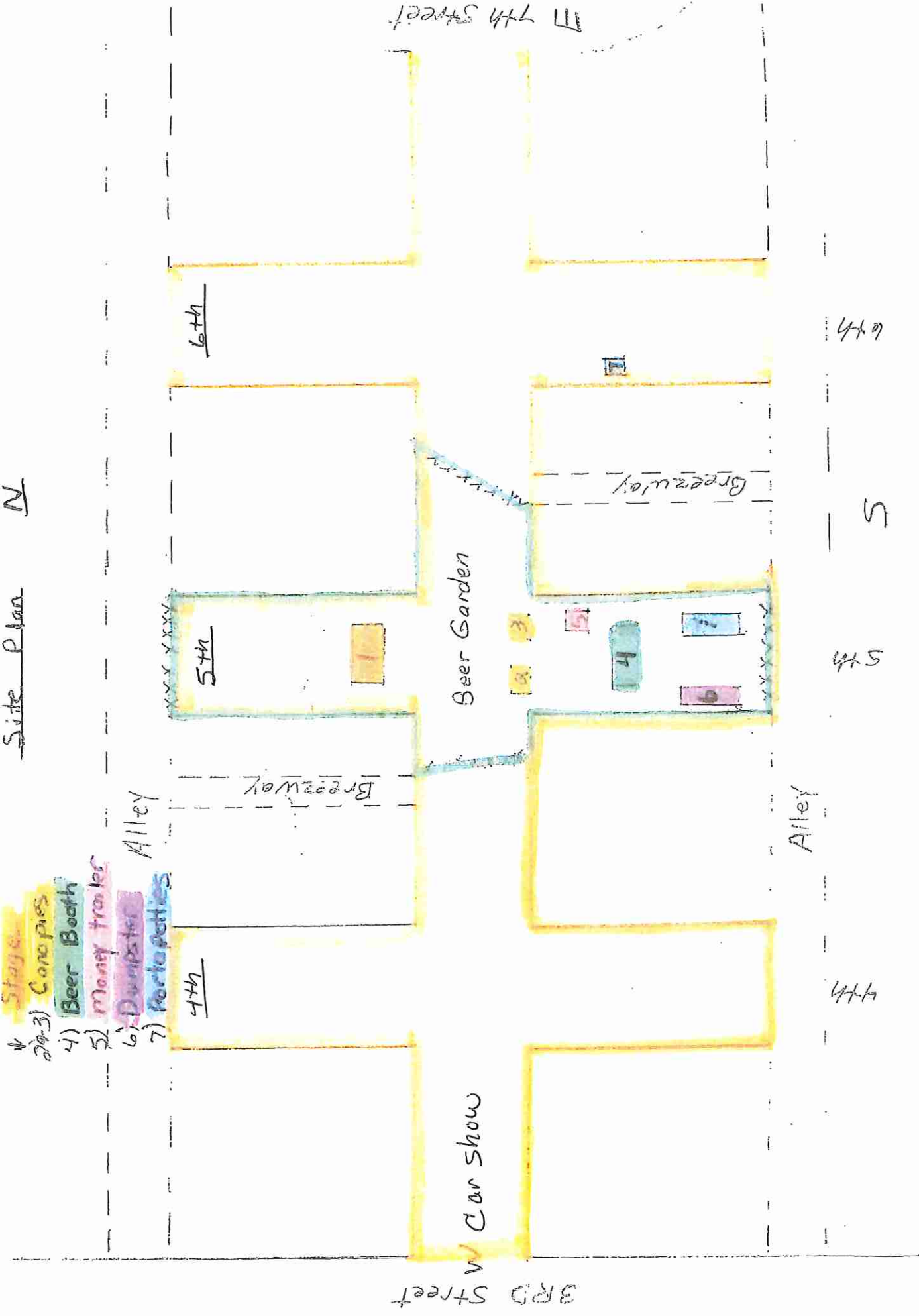


Notary Public

February 16, 2029  
My commission expires



Site Plan N





SPECIAL EVENT PERMIT  
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Climbers' Social - Western CO Climbers Coalition

2. How many attendees are expected? 50-60

3. Has the event been held in the past? If so, how many years? 3

4. Have there ever been any violations or citations issued during the event in the past?  
no

5. Describe the premises at which the event will take place (attach diagram).

A climbing gym with an outside area roped off

6. What type of and how many security will be provided?

8 volunteers that have worked the event in the past

7. Describe the Security Control Plan (use additional sheet if necessary).

There will be a checkpoint at the front that verifies age. Tyvek wristbands will be issued on verification.  
We will have 8 volunteers that will rotate different stations and areas in the event to assure no security  
issues arise.

8. How will security personnel be identified?

Volunteer shirts.

9. If this event is an outdoor event, how will the exterior boundaries of the premises be marked (i.e., roped, fenced, etc.)?

Rope barrier

What method of age verification will be used (i.e., at the door, at the bar, etc.) and how will underage patrons be identified so as not to be served alcohol beverages (i.e., stamp or mark on the hand, etc.)? A

There will be a checkpoint at the front that verifies age. Tyvek wristbands will be issued on verification.

Underage patrons will be marked with a stamp.

11. How will the conduct and level of intoxication of attendees be monitored and by whom?

The conduct of the attendees will be monitored by the security volunteers and the bartender pouring the beverages.

12. Have the volunteers or members of your organization been trained in the sale/service of alcohol beverages?

Yes they have.

13. What other types of beverages and food/snacks will be available?

There will be a food truck licensed with Mesa County providing food and beverages

14. Does this organization (applicant) have a State and City Sales Tax Number ? If so, provide those numbers below. If not, what is the application submission date?

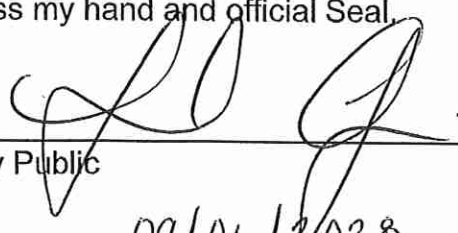
I hereby certify, under penalty of perjury, that the information provided to the Grand Junction Liquor Licensing Authority contained in this questionnaire/affidavit is true and accurate to the best of my knowledge.

  
Applicant's Signature

3/4/2025  
Date

STATE OF COLORADO )  
COUNTY OF MESA ) SS.  
CITY OF GRAND JUNCTION )

Subscribed and sworn to before me this 4<sup>th</sup> day of March, 20 25.

Witness my hand and official Seal.  
  
Notary Public  
09/06/2028  
My commission expires





B

GRIP EVENT BOUNDARIES



ROPE FENCE

ALCOHOL SERVING AREA

SPECIAL EVENT PERMIT  
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Rides & Vibes 2025 - Grand Junction Sports Commission

2. How many attendees are expected? 15,000

3. Has the event been held in the past? If so, how many years? 4+

4. Have there ever been any violations or citations issued during the event in the past?

No

5. Describe the premises at which the event will take place (attach diagram).

The main beer garden/pouring station will be in the Plaza outside the new Hilltop building.

The second smaller pouring station will be on NE Main St. on the corner of the 5th and Main intersection.

6. What type of and how many security will be provided?

Uniformed Security from a local company. There will be 8 total roaming during different times of the day and 1 overnight guard.

7. Describe the Security Control Plan (use additional sheet if necessary).

Each street exit and alley will have metal fencing and 1-2 staff monitoring to make sure no alcohol gets taken out of the event. Vendors and ID check volunteers will have communication with security and event management. Security will handle any unruly or over intoxicated patrons with support from GJPD.

8. How will security personnel be identified?

They will be in uniforms and have radios.

9. If this event is an outdoor event, how will the exterior boundaries of the premises be marked (i.e., roped, fenced, etc.)?

All exits will have 1-2 staff at the fencing.



10. What method of age verification will be used (i.e., at the door, at the bar, etc.) and how will underage patrons be identified so as not to be served alcohol beverages (i.e., stamp or mark on the hand, etc.)? A

ID station at each pour station, over 21 will get a bright colored wristband.

Underage patrons will not receive a wristband.

11. How will the conduct and level of intoxication of attendees be monitored and by whom?  
It will be monitored by vendor volunteers, event volunteers, security, and event management.

Security will be notified of any issues and will handle the situation.

12. Have the volunteers or members of your organization been trained in the sale/service of alcohol beverages?

Yes

13. What other types of beverages and food/snacks will be available?

Food trucks and numerous downtown restaurants will also be available.

14. Does this organization (applicant) have a State and City Sales Tax Number ? If so, provide those numbers below. If not, what is the application submission date?

Tax Exempt 501(c)(3) - IRS EN: 81-3433847 // CO State Tax ID: 98291129

I hereby certify, under penalty of perjury, that the information provided to the Grand Junction Liquor Licensing Authority contained in this questionnaire/affidavit is true and accurate to the best of my knowledge.

B ~ SL  
Applicant's Signature

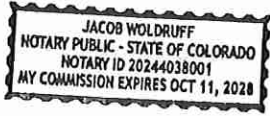
3/10/25  
Date

STATE OF COLORADO )  
COUNTY OF MESA ) SS.  
CITY OF GRAND JUNCTION )

Subscribed and sworn to before me this 10<sup>th</sup> day of March, 20 25.

Witness my hand and official Seal.

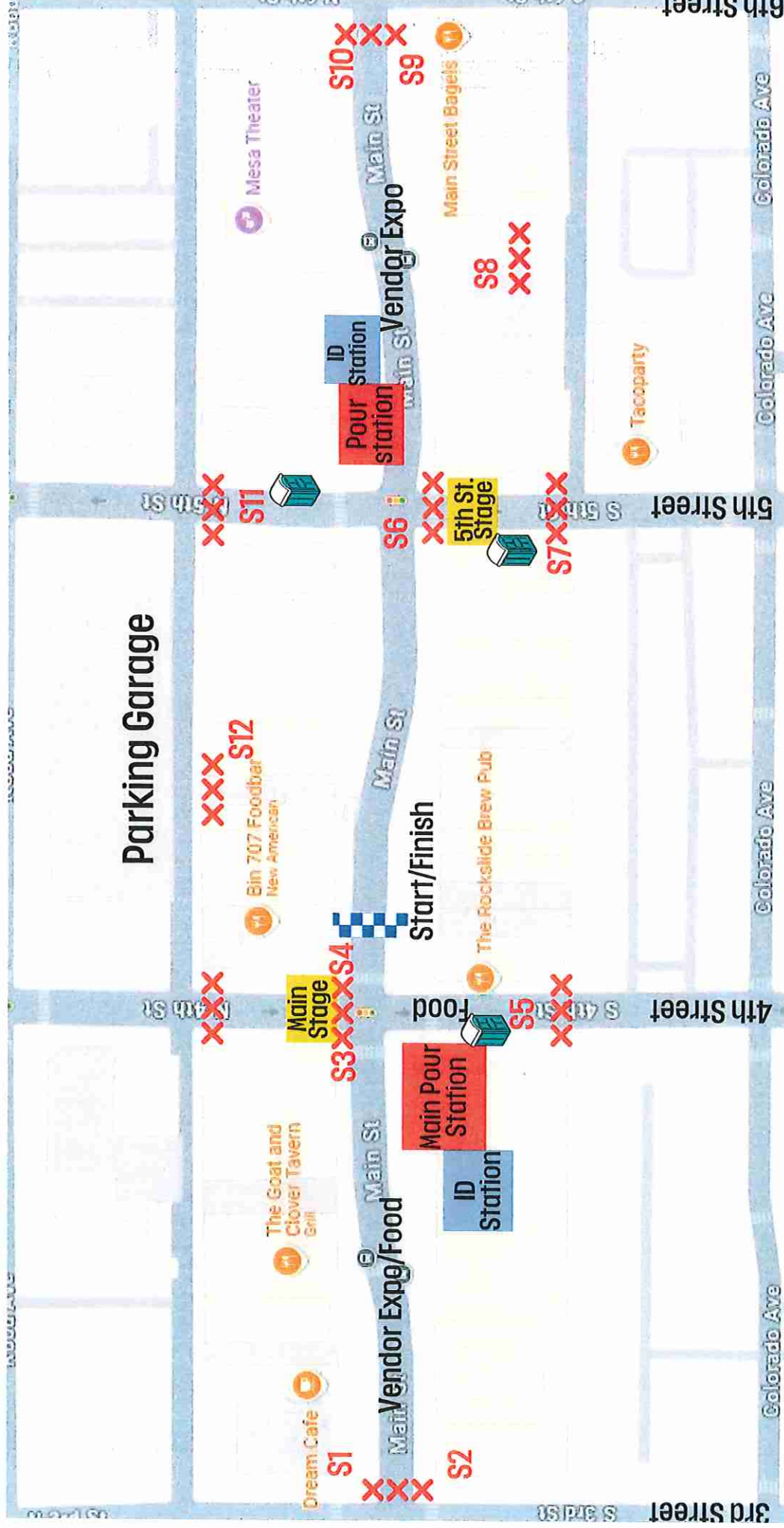
[Signature]  
Notary Public



October 11<sup>th</sup> 2028  
My commission expires

# 2025 Rides & Vibes Music Festival

## Site Map



**Key**

XXX =Fencing

S =Security

B



SPECIAL EVENT PERMIT  
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Grand Valley River Festival - Save A Life Jacket Program

2. How many attendees are expected? 2,000-2,5000

3. Has the event been held in the past? If so, how many years? Yes, thrice in 2022, 2023, 2024

4. Have there ever been any violations or citations issued during the event in the past?  
N/A

5. Describe the premises at which the event will take place (attach diagram).  
The event will take place at the Las Colonias Butterfly pond and festival area. Please see attached diagram

6. What type of and how many security will be provided?  
Security will be placed near the beer garden. 4-6 Volunteers will be placed in the vicinity to ensure the carc  
verification process is smooth and that the crowd remains cordial.

7. Describe the Security Control Plan (use additional sheet if necessary).  
The security for the event will be provided in the general event area by the business entities that are organi  
the event. Special attention will be paid to the beer garden area to help ensure event attendees are kept in c

8. How will security personnel be identified?  
with brightly colored event shirts.

9. If this event is an outdoor event, how will the exterior boundaries of the premises be marked (i.e., roped, fenced, etc.)?  
the beer garden will be fenced, the various activities associated with the event will have informational  
at strategic points for engagement with the public and participants.

10. What method of age verification will be used (i.e., at the door, at the bar, etc.) and how will underage patrons be identified so as not to be served alcohol beverages (i.e., stamp or mark on the hand, etc.)?

A

Age verification will be completed at the entrance of the beer garden, wristbands and/or stamps will be utilized to identify individuals that have already had their indentifications verified.

11. How will the conduct and level of intoxication of attendees be monitored and by whom?

The security personal stationed at the beer garden will monitor the level of intoxication, James Stover, Elizabeth Stover, Dan Ramsay, and Kate Ramsay will also keep watch of event attendies for intoxication.

12. Have the volunteers or members of your organization been trained in the sale/service of alcohol beverages?

Yes, volunteers and memebers of our organization have been trained in the sale/service of alcohol.

13. What other types of beverages and food/snacks will be available?

Food trucks will also be at the event.

14. Does this organization (applicant) have a State and City Sales Tax Number ? If so, provide those numbers below. If not, what is the application submission date?

Save-A-Life Jacket Program does not have a State or City Sales Tax Number.

I hereby certify, under penalty of perjury, that the information provided to the Grand Junction Liquor Licensing Authority contained in this questionnaire/affidavit is true and accurate to the best of my knowledge.

[Signature]  
Applicant's Signature

3/5/25  
Date

STATE OF COLORADO )  
COUNTY OF MESA ) SS.  
CITY OF GRAND JUNCTION )

Subscribed and sworn to before me this 5<sup>th</sup> day of March ~~February~~ KG, 20 25.

Witness my hand and official Seal.

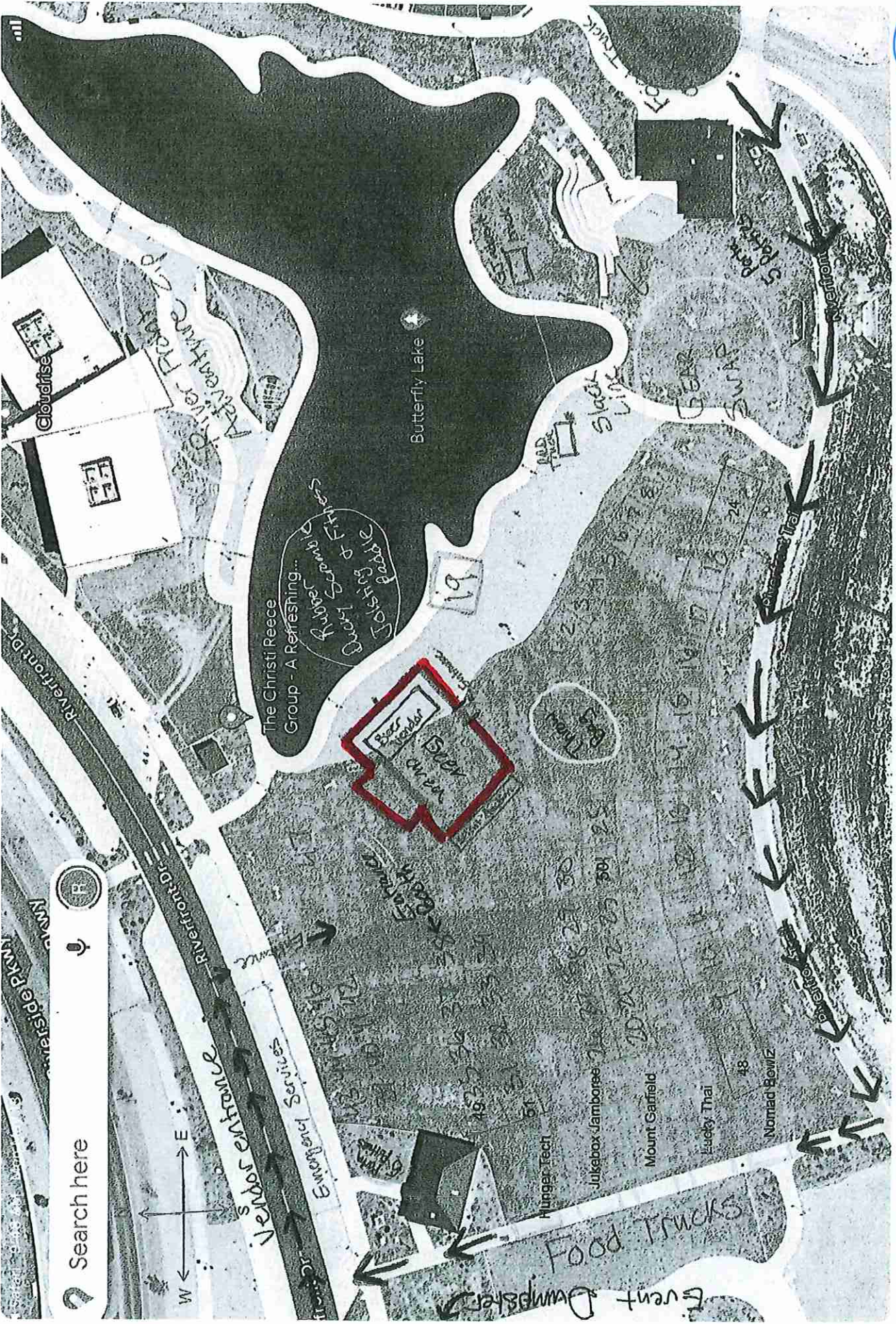
Kylie Garcia  
Notary Public



March 23, 2025  
My commission expires



73



Search here





SPECIAL EVENT PERMIT  
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Sippin' for the Stacks: Garden Edition - Mesa County Libraries Foundation

2. How many attendees are expected? Up to 200

3. Has the event been held in the past? If so, how many years? Yes -- this will be our second year.

4. Have there ever been any violations or citations issued during the event in the past?  
No.

5. Describe the premises at which the event will take place (attach diagram).  
The event will take place in the Discovery Garden and 970 West Studio, property owned by Mesa County Libraries

6. What type of and how many security will be provided?  
At least one member of Mesa County Libraries' security staff will be onsite throughout the event. Additionally, we plan to have volunteers monitoring each possible entry point.

7. Describe the Security Control Plan (use additional sheet if necessary).  
Attendees must be 21 or older and must provide proof of ID when they check in. Check ins will be done at only one gate, volunteer staff at other gates will direct attendees to the correct entrance. Attendees will receive two (2) drink tickets when they check in, in order to limit the amount of alcohol served to each attendee. Security staff, event manager, and volunteers staffing gates will have walkie-talkies to communicate throughout the event, should an emergency situation arise. Library security staff are very experienced with de-escalating conflict situations and will escort anyone violating library policies from the premises

8. How will security personnel be identified?  
Security personnel will be wearing security uniforms and library name tags. Volunteers assisting with monitoring entrances will wear nametags identifying them as library volunteers.

9. If this event is an outdoor event, how will the exterior boundaries of the premises be marked (i.e., roped, fenced, etc.)?  
The Discovery Garden is contained by a fence around the perimeter. We also plan to set up cones across the alley between the studio and garden during the event to mark a walkway between the two locations.

10. What method of age verification will be used (i.e., at the door, at the bar, etc.) and how will underage patrons be identified so as not to be served alcohol beverages (i.e., stamp or mark on the hand, etc.)?

IDs will be checked at the entry point (Discovery Garden gate on N 5th St.) before attendees may enter.

This event will be limited to adults 21 and older, so underage participants will be refused entry.

Alcohol servers will also have the right to double check IDs

11. How will the conduct and level of intoxication of attendees be monitored and by whom?

Staff serving alcohol will monitor the intoxication level of attendees when they are asked to serve.

Conduct of attendees will be monitored by library staff and volunteers; security will be alerted if necessary.

12. Have the volunteers or members of your organization been trained in the sale/service of alcohol beverages?

We plan to hire servers for the event who have been trained in the sale & service of alcohol.

13. What other types of beverages and food/snacks will be available?

Water, soda, and other non-alcoholic beverages will be available, along with heavy appetizers and desserts.

14. Does this organization (applicant) have a State and City Sales Tax Number ? If so, provide those numbers below. If not, what is the application submission date?

As a nonprofit, we are exempt from state sales tax; our state sales tax exemption number is 98-09111.

I hereby certify, under penalty of perjury, that the information provided to the Grand Junction Liquor Licensing Authority contained in this questionnaire/affidavit is true and accurate to the best of my knowledge.

Ami Schiffman  
Applicant's Signature

2/28/2025  
Date

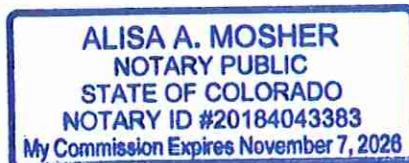
STATE OF COLORADO )  
COUNTY OF MESA ) SS.  
CITY OF GRAND JUNCTION )

Subscribed and sworn to before me this 28 day of February, 2025.

Witness my hand and official Seal.

Alisa A Mosher  
Notary Public

11-07-2026  
My commission expires





B

KEY



= Entry gate



= Monitored gate (exit only)



= gate open to alley/crossing to 970West Studio



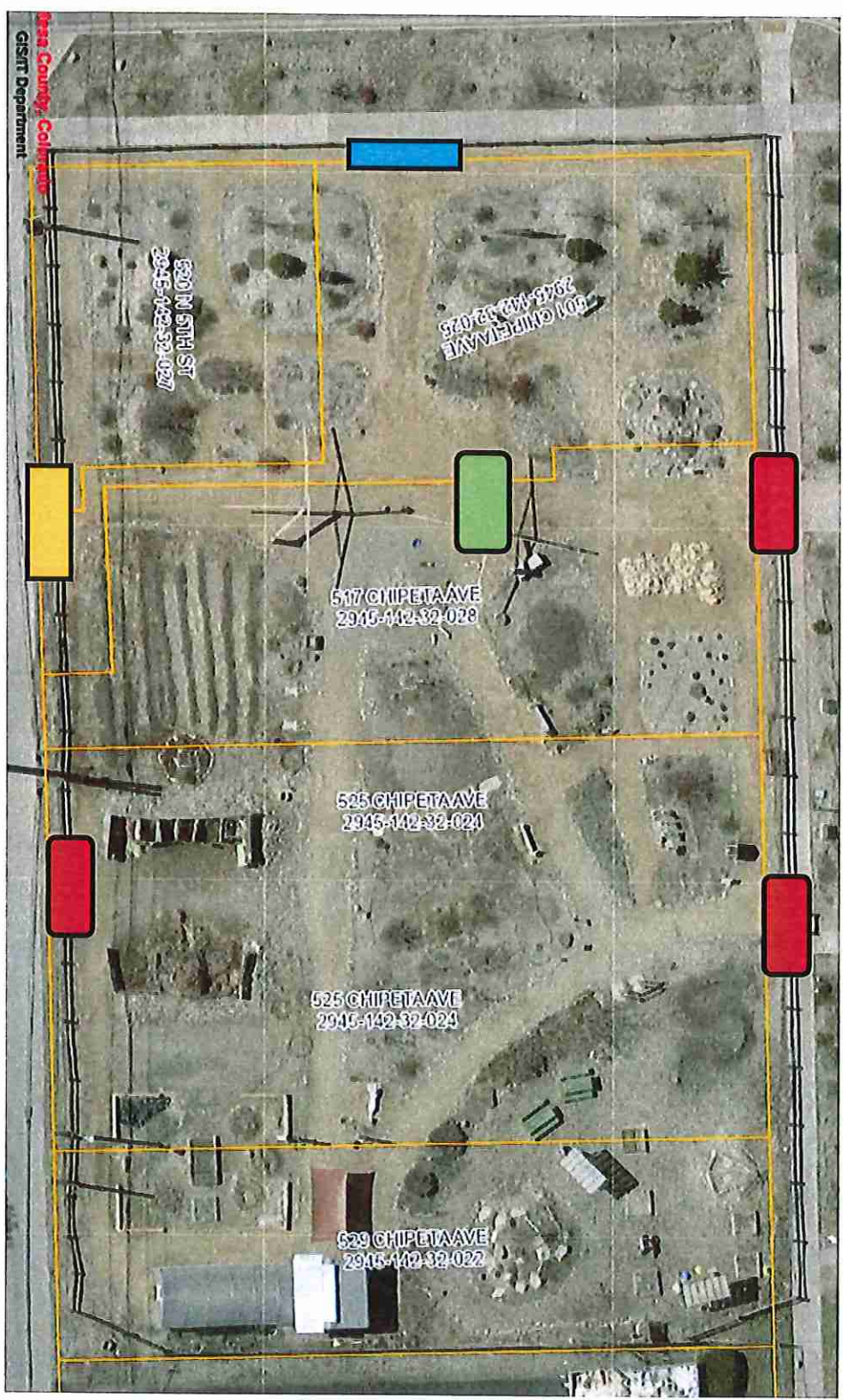
= alcohol service



= Traffic cones

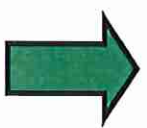
North 5th Street

Chipeta Avenue



Alley between Discovery

Garden and 970West Studio



Discovery Garden