

GRAND JUNCTION LIQUOR LICENSING AUTHORITY
MINUTES
April 15, 2026

I. Call to Order

The meeting was called to order at 2:00 p.m. Those present were Hearing Officer Jill Cenamo, Interim City Attorney Jeremiah Boies, and Deputy City Clerk Misty Williams.

II. License Renewal Applications

1. SINH, LLC dba Redlands Liquor, 2518 Broadway, Space B7, Grand Junction, CO 81507 - Retail Liquor Store
2. Western Colorado Center for the Arts, Inc. dba Western Colorado Center for the Arts, 1803 N. 7th Street, Grand Junction, CO 81501 - Arts License
3. Sodexo America, LLC dba Sodexo, College Center, 1455 North 12th Street, Grand Junction, CO 81501, Campus Liquor Complex w/ 11 Related Facilities
4. Doughp, LLC dba Coloradough, 1410 North Avenue, Grand Junction, CO 81501 - Hotel & Restaurant
5. Thai Number Nine, LLC dba Thai Number Nine, 539 N. 1st Street, Grand Junction, CO 81501 - Beer & Wine
6. City of Grand Junction dba Las Colonias Amphitheater, 925 Struthers Ave, Grand Junction, CO 81501 - Entertainment Facility
7. Loyal Order of Moose Grand Junction #270 dba Loyal Order of Moose Grand Junction #270, 567 25 ½ Road, Grand Junction, CO 81505 - Club License

Hearing Officer Cenamo read renewals 1 – 7 into the record. She verified with Ms. Williams the applications were in order. Ms. Williams recommended a continuance for Renewal # 4, Doughp, LLC dba Coloradough, citing fire code violations brought to the Authority's attention by Fire Prevention Specialist Matthew Sewell of the Grand Junction Fire Department. Hearing Officer Cenamo asked if anyone was present to speak against any of the applications; there was no one.

Renewals 1 – 3 and 5 - 7 were approved as requested, and Renewal 4 was continued to May 20, 2026.

III. License Renewal Applications with Late Filing

1. City of Grand Junction dba The Park, 800 Mantlo Circle, Grand Junction, CO 81501
- Fermented Malt Beverage - **30 Days Late**

The Park's Operating Manager Tim Tafoya was present to answer questions regarding the reason for the late application filing. Mr. Tafoya indicated that he scheduled the renewal date incorrectly on his computer calendar. Hearing Officer Cenamo asked Mr. Tafoya to describe his plan for not missing the filing deadline again. Mr. Tafoya informed the hearing officer that he had updated his computer calendar to the correct renewal date, which would alert him to the impending deadline date, and would ensure a timely filing next year.

Hearing Officer Cenamo verified with Ms. Williams the application was in order and asked if there was anyone present to speak against the application. There was no one.

The renewal was approved as requested.

IV. New License Applications - Resolutions, Findings and Decision

1. Mercadito La Mexicana, LLC dba Mercadito La Mexicana, 2851 North Avenue, Suite 6, Grand Junction, CO 81501 - Fermented Malt Beverage and Wine - Off Premises

Owner: Maria O. Fonseca, 1257 Eagle Way, Fruita, CO 81521

Owner Maria Fonseca was present to answer questions regarding the new license application. Estrella Ruiz translated for Ms. Fonseca. As part of the new liquor license application, a needs and desires survey was conducted. Hearing Officer Cenamo asked Ms. Williams to read the survey results into the record (attached). Brian Turner, an alcohol and tobacco consultant hired by Ms. Fonseca, was available to answer questions regarding the survey.

Hearing Officer Cenamo verified with Ms. Williams the application was in order. She asked if anyone was present to speak against the application. There was no one.

Hearing Officer Cenamo found the needs of the neighborhood are not being met and found no legal reason to deny the license. The new Fermented Malt Beverage and Wine - Off Premises application for Mercadito La Mexicana, LLC dba Mercadito La Mexicana was approved. The City Clerk's Office will prepare a resolution of findings for Hearing Officer Cenamo's signature.

V. Special Event Permit Applications

1. Grand Junction Sports Commission, 383 Indian Road, Grand Junction CO 81501, "Rides & Vibes 2026", Located on 300th – 600th Block of Main Street, Grand Junction, CO 81501 on May 8, 2026, from 2:00 p.m. – 11:00 p.m. and May 9, 2026, from 8:00 a.m. – 11:00 p.m.

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

Event Manager Ben Snyder was present and answered a series of questions regarding the event location, security, and how it will be conducted lawfully.

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

Hearing Officer Cenamo 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 "Rides & Vibes 2026", was in order and approved.

2. Colorado Mesa University Foundation, 1100 North Avenue, Grand Junction CO 81501, "CMU Grand Valley Beer Fest 2026", Located at Colorado Mesa University – Football Practice Field, 1000 Mesa Avenue, Grand Junction, CO 81501 on May 15, 2026, from 12:00 p.m. to 9:00 p.m.

Event Manager: Shanae Munde, 775 Snaffle Bit Street. Grand Junction, CO 81501

Sean Rubalcaba was present on behalf of Event Manager Shanae Munde and answered a series of questions regarding the event location, security, and how it will be conducted lawfully.

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

Hearing Officer Cenamo 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 Colorado Mesa University Foundation "CMU Grand Valley Beer Fest 2026", was in order and approved

3. Save-A-Life-Jacket Program, 2955 Kannah Creek Road, Grand Junction, CO 81527, "Grand Valley River Fest 2026", Located at the Las Colonias Butterfly Pond/Festival Area, 1601 Riverfront Drive, Grand Junction, CO 81501 on May 16, 2026, from 11:00 a.m. – 4:00 p.m.

Event Manager: Elizabeth Fortushniak, 2414 Sandridge Court, Grand Junction, CO 81507

Ethan Ball was present on behalf of Event Manager Elizabeth Fortushniak and answered a series of questions regarding the event location, security, and how it will be conducted lawfully.

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

Hearing Officer Cenamo 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 Save-A-Life-Jacket Program "Grand Valley River Fest 2026", was in order and approved.

4. Western Colorado Alliance, P.O. Box 1931, Grand Junction CO 81502, "Cinco de Mayo 2026", Located at the Main Street 3rd – 7th, Grand Junction, CO 81501, May 2, 2026, from 10:00 a.m. – 10:00 p.m.

Event Manager: Estrella Ruiz, 529 N. Mountain Oak Court, Clifton, CO 81520

Estrella Ruiz was present and answered a series of questions regarding the event location, security, and how it will be conducted lawfully.

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

Hearing Officer Cenamo 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 Alliance "Cinco de Mayo 2026", was in order and approved.

VI. Other Business

There was none.

VII. Adjournment

The meeting adjourned at 3:53 p.m.

MEMO: Local Licensing Authority
FROM: Misty Williams, CMC, Deputy City Clerk
DATE: March 20, 2026
SUBJECT: Mercadito La Mexicana, LLC dba Mercadito La Mexicana
2851 North Avenue, Grand Junction, CO 81501

A liquor license application for a Fermented Malt Beverage and Wine liquor license permitting sales of fermented malt beverages and wine not for consumption at place where sold was filed with the Local Licensing Authority on February 5, 2026. A "Notice of Hearing" was posted on the property on March 12, 2026. On April 1, 2026, a legal notice will be published in the Daily Sentinel.

A survey was conducted by the applicant to address the reasonable requirements of the neighborhood. The neighborhood was defined on the north by North Avenue, south by Gunnison Avenue, east by Harris Road and west by Willow Road and includes both sides of the outer boundary streets. The City Clerk's Office reviewed the findings and obtained the following results (map attached):

Business Results:

FAVOR: 11
OPPOSE: 0

Residential Results:

FAVOR: 41
OPPOSE: 5

One signature was disqualified due to an incomplete entry. Exhibits to survey sheets showed 110 addresses attempted without success due to no answer or no solicitors signs, and ten who refused to sign. To date, no counter petitions or remonstrances have been filed.

The Grand Junction Police Department will investigate the individuals for local criminal history. Reports have also been requested from Mesa County Public Health, the Grand Junction Fire Department, and the City of Grand Junction Sales Tax Department.

There are no City licenses within the survey area.

ec: Maria Fonseca
Brian Turner
Jill Cenamo, Hearing Officer
Jeremiah Boies, Interim City Attorney

**Mercadito La Mexicana LLC dba Mercadito La Mexicana – Fermented Malt
Beverage & Wine
Survey Petition Boundaries**



- North – North Avenue
- South – Gunnison Avenue
- East – Harris Road
- West – Willow Road

SPECIAL EVENT PERMIT
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Rides & Vibes 2026

2. How many attendees are expected? 15,000

3. Has the event been held in the past? If so, how many years? 5+

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 on Main St running from 3rd St to 6th Street and using the North and South side of 4th and 5th Streets. There will be three pouring stations, 2 at 5th and Main, 1 at 4th and Main.

6. What type of and how many security will be provided?
Uniformed security from a local company. There will be a total of 4-8 security guards on site during 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 a staff member 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 and event management will handle any unruly patrons with support from GJPD.

8. How will security personnel be identified?
They will be in uniforms.

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 metal pedestrian fencing and a security guard or staff member.

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.)?

ID station at each pour station, 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 and event management 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.

[Handwritten Signature]

Applicant's Signature

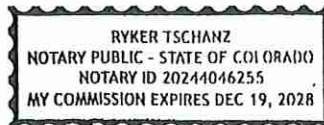
3/9/2026
Date

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

Subscribed and sworn to before me this 9 day of March, 20 26.

Witness my hand and official Seal.

[Handwritten Signature]
Notary Public

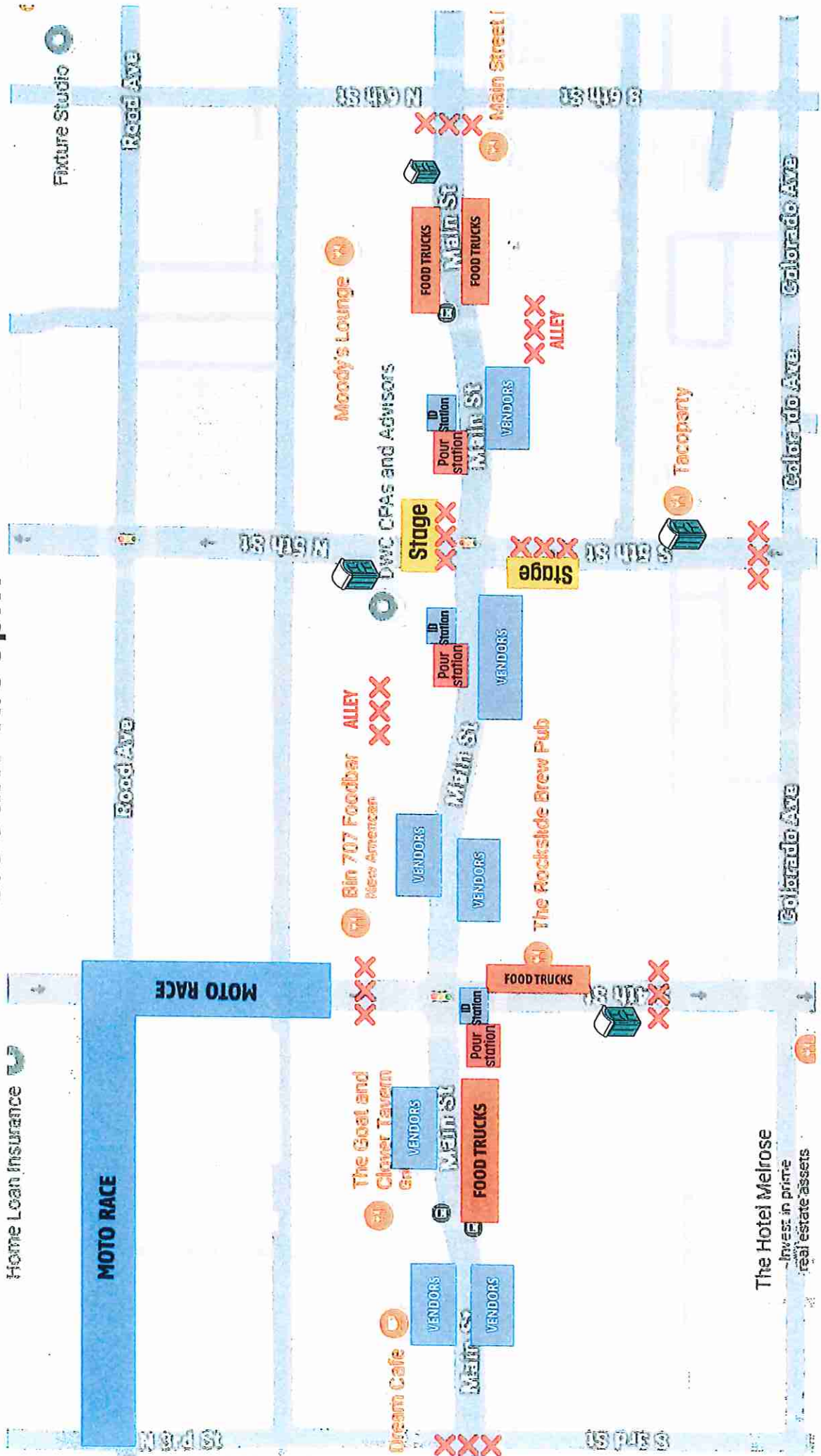


Dec. 19, 2028
My commission expires

2026 Rides & Vibes Music Festival

Site Map - SATURDAY, May 9, 2026

8:00am-11:00pm

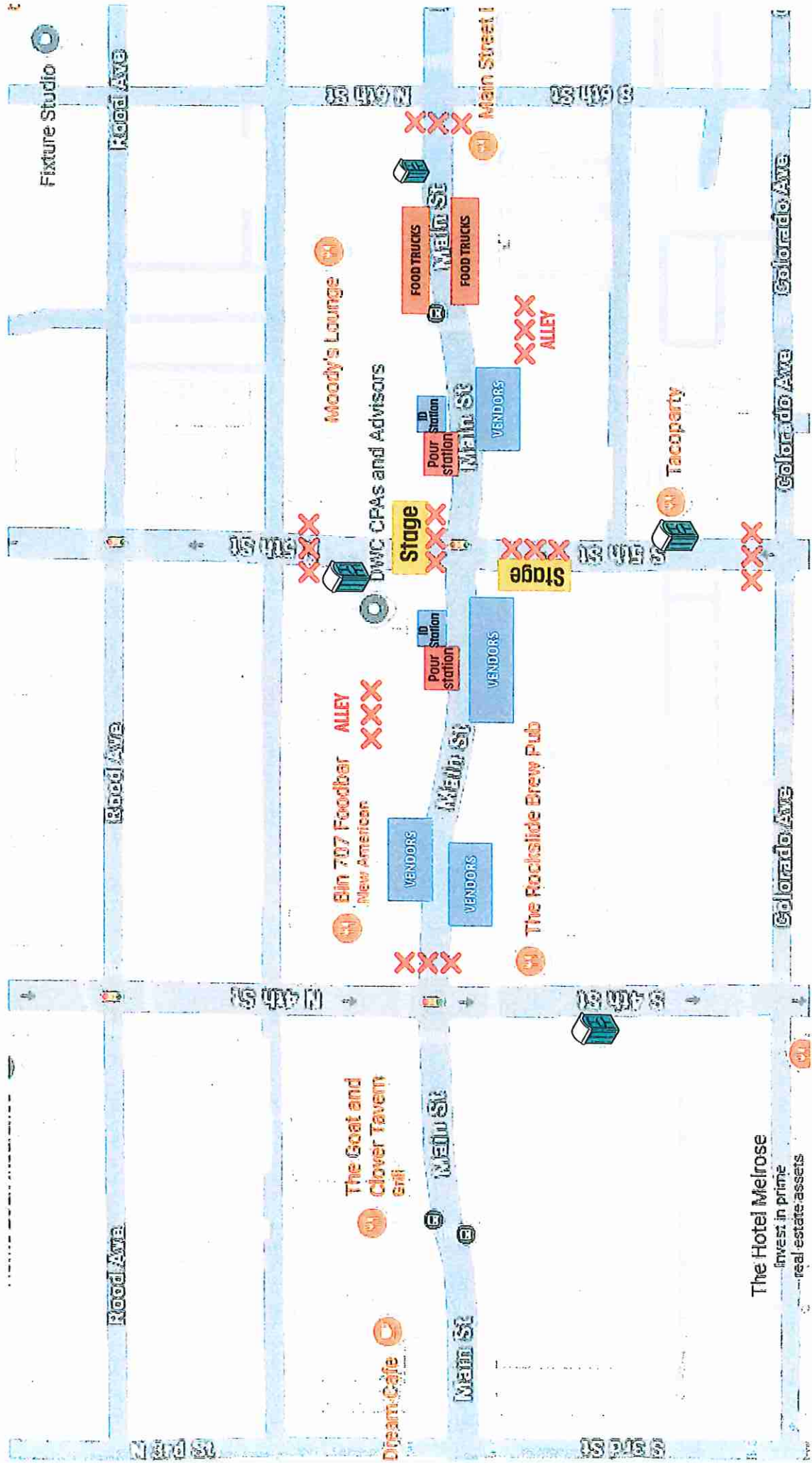


- Key**
- XXX = Metal Pedestrian Fencing
 - [Icon] = Rastranms

2026 Rides & Vibes Music Festival

Site Map - FRIDAY, May 8, 2026

2:00pm-11:00pm



Key

- XXXX = Metal Pedestrian Fencing
-  = Restrooms

B

SPECIAL EVENT PERMIT
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: CMU Grand Valley Beerfest

2. How many attendees are expected? 400

3. Has the event been held in the past? If so, how many years? 9

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

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

The event will take place on campus on the Practice Football Field, see attached map.

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

6 Hired Citadel Security Officers in uniform and 20 CMU staff designated in staff shirts.

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

The event will be held in an entirely fenced area with a single entrance/exit manned by a guard. A Citadel Officer will be checking ID's and verifying 21+ age upon entry. Anyone under 21 will be marked w/ an "X" hands. There will be only one entrance and exit that everyone will have to check in at. Trained servers will be the only ones serving alcohol. The guards at the entrance/exit will be ensuring that no alcohol enters or leaves the premise. Trained bartenders, volunteers and Citadel Security will be monitoring intoxication levels all night. 2 guards roaming, 2 guards at entrance, 4 around perimeter. 21+ will have wristbands. 6' chain link fence across field, permanent fencing on other 3 sides.

8. How will security personnel be identified?

Citadel Security will be in uniform and CMU Athletics Staff will be designated with event specific shirts.

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

All exterior boundaries will be fenced with portable fencing and permanent barriers. See attached map for further details.

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.)?

ID will be checked by Citadel Officer upon entry. All attendees 21+ will be wrist banded. At service stations only those with wristbands will be served. If the server questions age of attendee or they are not wrist banded, they will be sent back to Citadel for ID check and wristband.

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

Intoxication and conduct will be monitored by all trained servers and 2 roaming Citadel Security as well as CMU Staff.

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

Yes, all bartenders have been trained in sale and service of alcohol. Additionally, many CMU Staff volunteers are also trained.

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

Light snacks, chips, pretzels, pizza, and concessions. Water will be available as well.

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?

26665373-0000

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.

Shenae Mendee

Applicant's Signature

03/06/26

Date

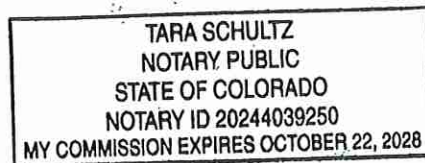
STATE OF COLORADO)
COUNTY OF MESA) SS.
CITY OF GRAND JUNCTION)

Subscribed and sworn to before me this 6 day of March, 20 26.

Witness my hand and official Seal.

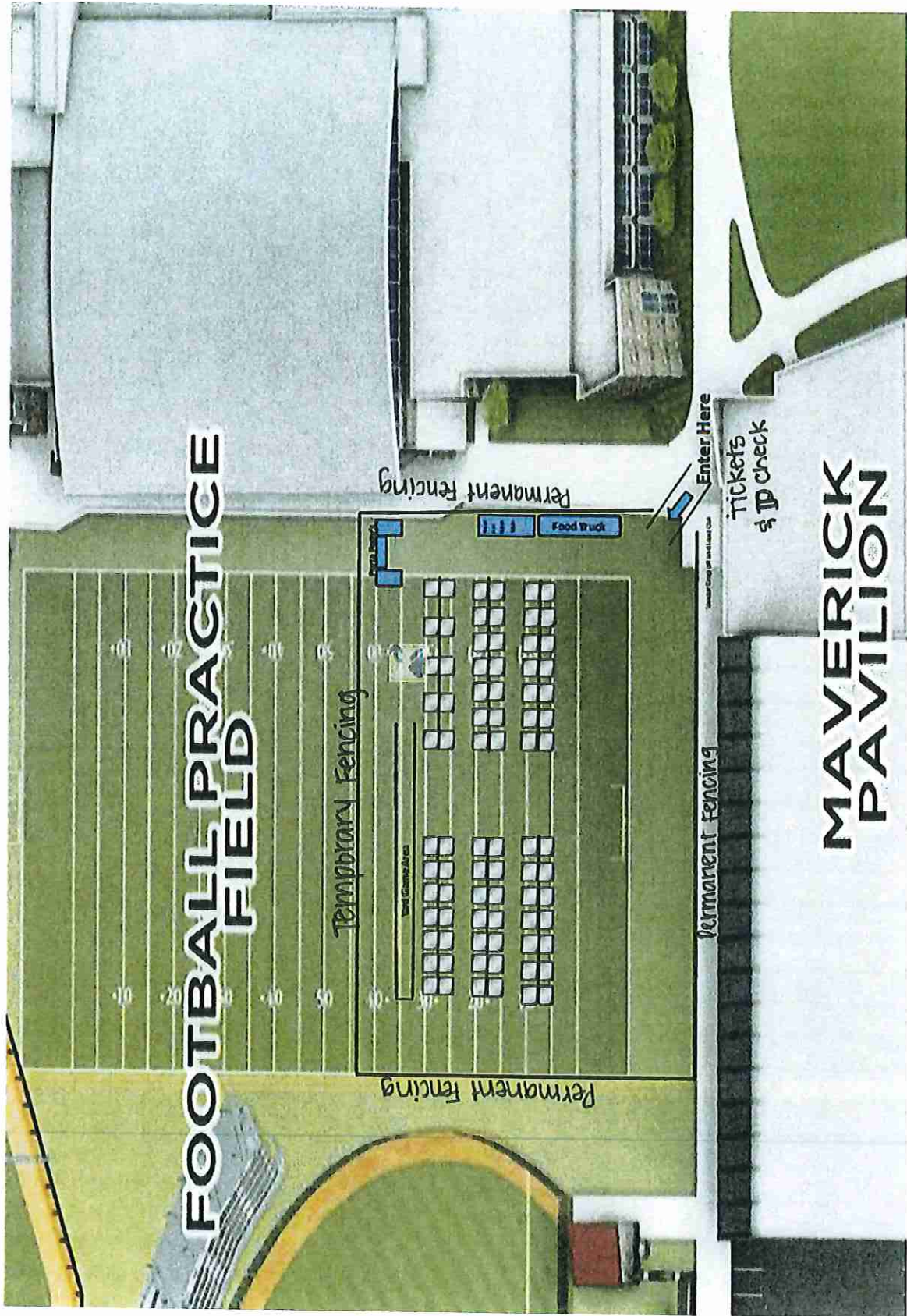
Tara Schultz

Notary Public



October 22, 2028

My commission expires



SPECIAL EVENT PERMIT
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Grand Valley River Fest
2. How many attendees are expected? 1,200 The security for the event will be provided in the general even
3. Has the event been held in the past? If so, how many years? Yes, 5. 2022,2023,2024,2025
4. Have there ever been any violations or citations issued during the event in the past?
A/A
5. Describe the premises at which the event will take place (attach diagram).
The event is to take place at the Las Colonias Butterfly Pond area, please see the attached diagram.
6. What type of and how many security will be provided?
Security will be placed near the beer garden, 3-5 volunteers will be placed in the vicinity to ensure the card verification process is smooth and the crowd remains cordial.
7. Describe the Security Control Plan (use additional sheet if necessary).
organizers of the event. Special attention will be paid to the beer garden area to help ensure event attendees are kept in check and everyone has a safe & enjoyable time.
8. How will security personnel be identified?
Security personnel will be identified by 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.)?
This event is an outdoor event. The beer garden will be fenced, the various activities associated with the event will have informational tables placed at strategic points for engagement with the public and participants

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.)?

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 attendees for intoxication.

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

3/12/26
Date

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

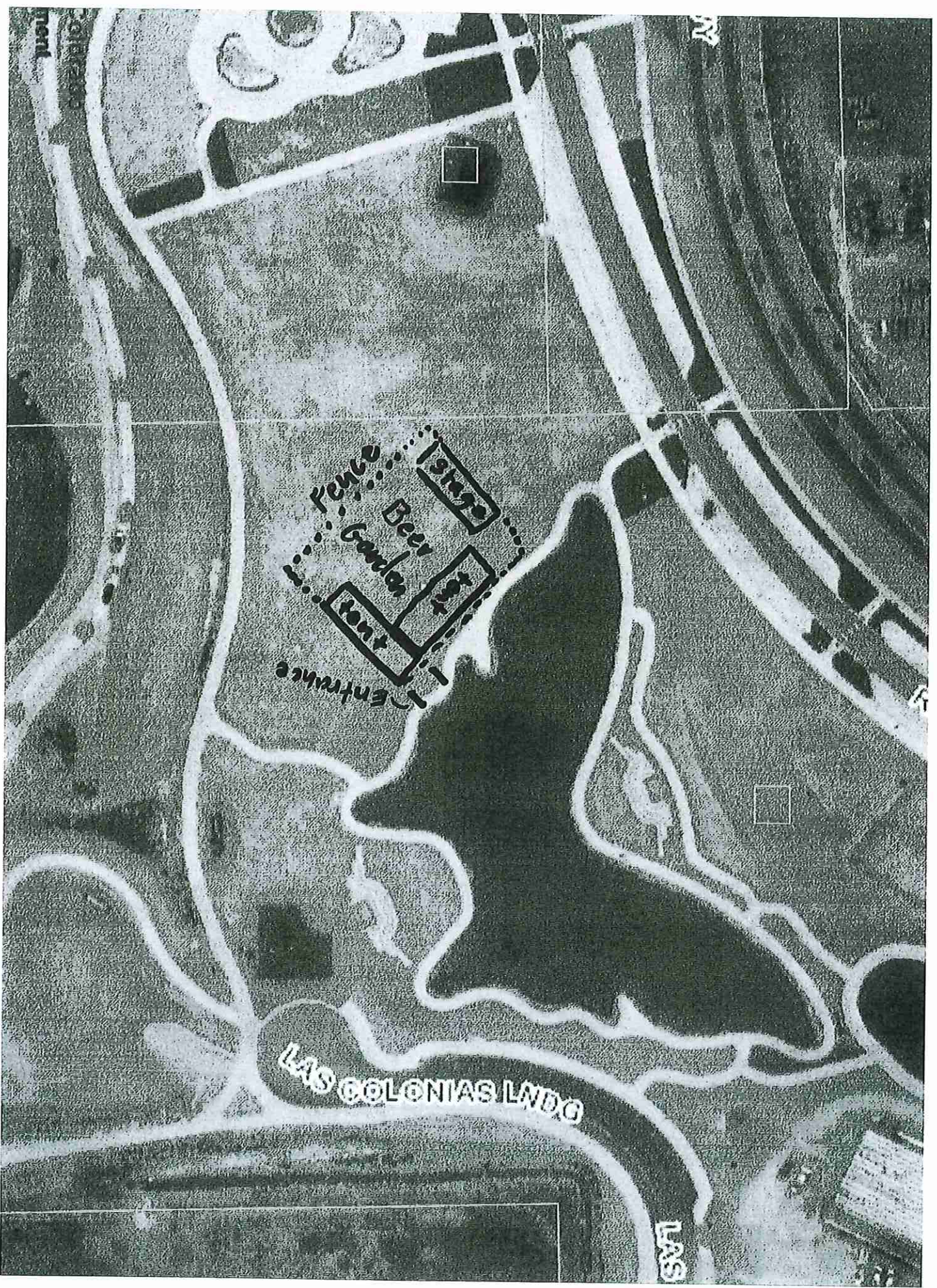
Subscribed and sworn to before me this 12 day of March, 20 26.

Witness my hand and official Seal.

[Signature]
Notary Public



02/13/2029
My commission expires



SPECIAL EVENT PERMIT
QUESTIONNAIRE AND AFFIDAVIT

A

1. Name of Event: Latin Anglo Alliance Annual Downtown Cinco de Mayo Celebration

2. How many attendees are expected? 3000

3. Has the event been held in the past? If so, how many years? 44 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 Downtown Main Street at the intersection of 5th Street. The alcohol service area is located within a designated section of the street enclosed with temporary fencing.

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

Professional security personnel and trained event volunteers will monitor entry points and the event area. Approximately 8 - 12 security staff will be on site during peak hours.

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

The alcohol area is enclosed with temporary fencing and controlled points. IDs are checked at a designated ticket counter and wristbands are issued to patrons 21+.

Security staff monitor entry points and the enclosed area to ensure no alcohol leaves the barricaded premises and to maintain safe conduct.

8. How will security personnel be identified?

All security personnel wear identifiable uniforms; they specifically state SECURITY on their uniforms.

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

Yes. The alcohol service area will be enclosed with temporary fencing and barricades on all accessible sides, with monitored entry and exit points. No alcohol may be taken into or out of the barricaded area. Security staff will monitor the designated access points.

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.)?

Valid government-issued IDs will be checked at a designated ticket purchasing counter
separate from the alcohol service area. Patrons age 21 and over will receive a wristband,
which must be worn to purchase alcohol.

11. How will the conduct and level of intoxication of attendees be monitored and by whom?
Security personnel and event staff will monitor conduct and intoxication levels
and will refuse service to visibly intoxicated individuals.

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?
Various food truck vendors will be present, water, and soda will also be available for purchase.

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?
20023003581

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.

Maith Stubb R. Ely
Applicant's Signature

03/16/2026
Date

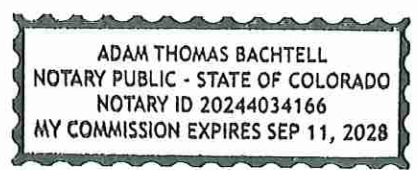
STATE OF COLORADO)
COUNTY OF MESA) SS.
CITY OF GRAND JUNCTION)

Subscribed and sworn to before me this 16th day of March, 2026.

Witness my hand and official Seal.

Adam Bachtell
Notary Public

09-11-2028
My commission expires





526 Perkins Court
Grand Junction, CO 81504
Office: 970-257-7400

Prepared By:
Darrin White ATSSA TCS
Cert# 614613 Exp: 02/27/2027
Cell: 970 702-9175

CONTRACTOR: LATIN ANGLIO ALLIANCE
PROJECT: CINCO DE MAYO
METHOD OF HANDLING TRAFFIC:
ROAD CLOSURE on Main St. from 3rd St. to 7th St.
SET-UP - 6:00 AM / TEAR-DOWN - MIDNIGHT
DATE: 02/20/2025

DEVICES	
2 x	OW-127
1 x	R11-4
6 x	R11-2
2 x	R3-1
1 x	R3-2
1 x	M4-10L (Left Detour Arrow)
3 x	M4-10D (dbi Detour Arrow)
6 x	Type III
13 x	W8-7
30 x	Barrels
25 x	Cones
80 x	Ped Fencing

Legend	
	Barrel
	Festival area
	Pedestrian Fencing

NOTES:
BARRELS WILL BE PLACED ON BOTH SIDES OF THE ALLEY OF COLORADO/MAIN ST TO PREVENT VEHICLES FROM ENTERING HUB AREA
PEDESTRIAN FENCING: WHEN CROSSING THE STREET FENCING WILL BE FROM BUILDING TO BUILDING

