



2014 AT A GLANCE...

2014 WAS A BUSY YEAR FOR THE CITY OF FRUITA. HERE IS A SNAPSHOT OF SOME OF THE HIGHLIGHTS.

The Fruita Community Recreation Center (FCC) continues to be a hub of activity for the Fruita community and paid visits to the center have seen steady growth since opening on January 24, 2011. In 2014, the overall paid visit count eclipsed 170,496 which translates to 489 visits per day on average. The center is busiest in June and July when the outdoor pool is open and schools are closed. Both months had over 20,000 paid visits to the FCC. September and October are the least busy months and had just fewer than 10,000 paid visits each month.

Fruita Community Center Activity in 2014

- 170,496 total paid visits
- \$2,279,548 in revenues
- \$2,097,999 in expenses

Recreation Programs in 2014

- 487 classes and activities
- 3,499 registered participants
- \$245,236 in revenue
- 38 plus scholarships provided

FCC Fun Facts

- 75.68% of pass-holders live in Fruita, 7.59% live in the Redlands, 6.87% live in Grand Junction, 6.39% are from Mack and Loma, and 3.48% live in other communities
- 6,481 kids were cared for in the RecRat Room (\$7,150 in revenues)
- 181 Pool Parties (indoor and outdoor) were held and 121 Room Reservations were made
- Lifeguards made 70 saves and responded to 5 major and 65 minor incidents
- 1,800 Fitness Classes were held for 10,000 participants (\$66,931 in revenues)
- Over 20 lectures on health and wellness were given by Family Health West
- 622 middle school youth attended Night at the FCC Events
- The FCC was open 354 days out of 365 or 4,728 hours
- The FCC hosted over 20 events in 2014 including: Denver Broncos Fan Appreciation Tour, Dive-in Movie, Nuggets Skills

Challenge, Chamber of Commerce's Business Fair; CMU Maverick Classic Bike Race, Bike to Work Day, Lionesses Chili Supper; Sweetheart Health Expo and Run, CMU Maverick Classic, Dog Days, and many more...

Senior Programs and Activities

- Over 3,300 Senior Thursday Potluck lunches were served
- Over 3,000 Grey Gourmet lunches were served
- 14 Day and Overnight Trips were taken by 294 participants
- 1,515 seniors participated in social activities such as Game Nights, Bunco, Hiking Groups, Mystery Nights, Book Club, etc.
- 226 Health and Educational Classes were given



Fruita City Council If calling City Hall at 858-3663 does not answer your questions, please feel free to contact any of your City Council Members.

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FRUITA BIKE PARK – FULL CYCLE



The Fruita Bike Park is officially complete. Signage is up, park elements are all installed, and the Great Outdoors Colorado grant is closed. There are many fun amenities at the Fruita Bike Park that will suit almost any park user: a naturescape playground, two shelters, xeric garden, dirt jumps, beginning and intermediate pump tracks, bike repair workstations, turf grass, bbq grill, and more...

Because we finished the park in the winter months, we didn't get a chance to celebrate its completion. So on April 18th at 10:00 a.m., everyone is invited to the park to help us celebrate that terrific accomplishment! Master Gardeners from the CSU Extension Office will be on hand to talk about xeric gardening and information from DRIP (Drought Response Information Project) will be available to help you with designing water-wise gardens and yards, plant selection, and watering techniques in our dry climate.

The City also invites any and all bike riders out on April 18th to help rebuild jumps and the pump tracks. After a year's worth of riding and the winter months, the bike terrain area needs to get freshened up. Bring your flat-nosed shovel or some will be on hand to help reform dirt jump lips and repack berms and rollers on the pump tracks.

THE CITY OF FRUITA PARKS AND RECREATION DEPARTMENT IS LOOKING FOR YOUR INPUT!

Please take our survey at <https://survey-monkey.com/s/fruitaparksandrec> and let us know how we are doing and ways we can improve. The survey covers our parks, Fruita Community Center, programs and special events. We also have a link to the survey on the City of Fruita Website – www.fruita.org. The survey will take approximately 10 minutes to complete and you can register to win a 3 month pass to the Fruita Community Center.



SPECIAL EVENTS HOSTED

Mike Fest 2014 (Country-Fied Mike)

- 1 Cool Headless Chicken
- 5 Concerts, 1 Mechanical Bull
- 5,000 estimated attendance
- 16,396 Facebook followers
- Peep and Wing Eating Contest
- 29 Disc Golf Participants
- 350 Registered 5k Runners
- 154 Cars in the Car Show
- 13 Food, 30 Artisan Vendors

Sweet Heart Expo and 5K/10K Run

- 370 racers and 26 Expo Vendors

Easter Egg Scramble

- 300 to 400 kids scrambled to find Easter eggs

Truck N Treat

- 4,000 Superheroes and Princesses crawling on 42 Trucks

Holiday Craft Fair

- 53 vendors and 600 Shoppers

Talent Show

- 17 performances

Arbor Day

- Tree planting, children's activities, and tree giveaways

Thursday Night Concerts

- 11 Cool Summer Nights

July 3rd Fireworks

- 762 shells were sent into the night sky

Bike Rodeo

- No Crashes

Story Time with Santa

- Too Many Requests to Santa

Holiday Lights Competition

- One Griswold Family

Sponsorship Revenues totaled \$16,000

Thank you to the Credit Union of Colorado and Rocky Mountain Health Plans (Mike the Headless Chicken Festival) and FCI Constructors, Inc. (Thursday Night Concerts), and many other generous donors...

PUBLIC SAFETY

- 0% change in crime
- Volunteer program initiated
- Community policing program initiated

CAPITAL PROJECTS

- Completed the Fruita Bike Park (70% funded by GOCO grant)
- Completed Pine Street improvements
- Completed Cedar sewer replacement
- Began construction on Public Works and Parks Shops expansion project (50% funded by DOLA Energy Impact and Mesa County Federal Mineral Lease District grants)



Produced 109 tons of biosolids
 Completed \$400,000 worth of road overlays
 Patched 1,942 square yards of asphalt to reduce ruts and potholes
 Crack sealed 109 city blocks to prevent moisture cracking
 Fleet Maintenance maintained/repared 159 pieces of equipment
 Cleaned 72,290 feet of sewer lines
 Swept 4,403 miles of streets
 Video recorded 79,307 feet of sewer line



NEW PUBLIC WORKS DIRECTOR

The City of Fruita is pleased to introduce Ken Haley as the new Public Works Director, permanently filling the position that was left vacant with the retirement of the previous director at the end of 2014. Mr. Haley, who has served as Fruita's City Engineer for the past 6 years and the Interim City Manager for two months this past fall, brings more than 12 years of engineering experience primarily in municipal infrastructure and project management to his new role for Fruita.

Ken Haley was born in Durango, Colorado and raised in Grand Junction. After graduating from Central High School, he went on to receive a degree in civil engineering from Colorado State University and married his high school sweetheart, Tasha. The two moved to the Denver area where Ken worked for a private engineering firm on a wide variety of public sector projects. Ken and Tasha then decided to move back to the Grand Valley in 2008 to be closer to their family and raise their two children.

Since 2008, Ken has served as Fruita's City Engineer and has been instrumental in administering an aggressive capital improvement program that included the construction of projects such as the Fruita Community Center, a brand new Wastewater Treatment Plant, Police Department Expansion, road improvements on Pine Street, Fruita Reservoir #1 Dam Reconstruction, Fruita Bike Park, and numerous other road, bridge, building, park and sewer projects. Ken has "enjoyed the wide breadth of projects" that he has been part of and looks forward to focusing his efforts as the Public Works Director to making sure that the City continues to be a progressive community in a fiscally sustainable manner. The Public Works Director is responsible for overseeing the nine divisions within the Public Works Department including Building Maintenance, Engineering, Fleet Maintenance, Irrigation, Mountain Water, Road Maintenance, Sewer Collections, Sewer Treatment, and Traffic Safety.

BODY WORN CAMERAS –WHAT DO YOU THINK?

There has been a great amount of media attention in the past few months about the legitimacy of policing. Some of the discussions have included the use (or not) of body worn cameras (BWC). In order for programs like the use of body worn cameras to be effective, there needs to be input and support from the community.

The Police Executive Research Forum has conducted a great deal of research on the cameras by departments who have implemented their use. The research has shown an overall consensus that the cameras are a useful tool. The video provides excellent evidence for criminal cases. In addition, departments have noted a reduction in use of force incidents as well as a reduction in the number of citizen complaints. The use of cameras has also contributed to transparency and accountability between police and the community.

However, there are considerations which can impact the public as well as operations within the police department. As technology in society improves, our privacy has been impacted. There are questions as to which types of police contacts should be re-

corded, keeping in mind the public's privacy rights as well as our important relationships with the community. To date, the courts have not given law enforcement guidance on these issues in regard to BWCs.

Another consideration is data storage. Storing the images has the potential to be costly as well as requiring administrative time to manage the data. Along these same lines are the questions surrounding the Colorado Open Records Act, which allows for public disclosure of criminal justice records. Recordings are considered a "record" and may be releasable to the public.

The Fruita Police Department is considering a BWC pilot program with two officers utilizing the cameras. As your Police Chief, I would like to hear your thoughts on the program. Do you feel the use of the cameras would be beneficial? Do you support the concept? What are your concerns? Fruita is a wonderful community and your opinion is important. Let us know what you think. I can be reached by email at jmacy@fruita.org. Or, you can call the Fruita Police Department during office hours at 858-3008.

2015 UTILITY RATE CHANGES

The 2015 Budget includes an increase in the monthly charge for trash services. This will increase the monthly rate from \$12.50 to \$12.80 and will be effective on January 2, 2015 and will be reflected on the bill you received in February 2015. The contract with the service provider, Waste Manage-

ment, Inc., allows for annual increases based on the consumer price index and a fuel surcharge based on the price of diesel fuel. The senior rate for trash service will increase from \$10.65 to \$11.00 for seniors who meet the City's age and income criteria. Utility rates for sewer and irrigation will remain the same in 2015.

SIDEWALK REPLACEMENT PROGRAM

Spring has sprung and everyone is sprucing up their lawns and houses. How about your sidewalk? Is that old sidewalk along the street heaving, cracking and causing a trip hazard to people walking by? This might be the year to think about replacing it. The City of Fruita has a "Sidewalk Replacement Program" which will reimburse you for 80% of the cost to replace that hazardous sidewalk. That's right 80%! To qualify for this deal of a lifetime, call the

Public Works Department at 858-9558. We will be glad to assess your sidewalk for potential hazards and determine if you should replace it. This program has been available to Fruita citizens since 2003, and continues to be a great way to help citizens replace problem sidewalks. An average of \$30,000 is budgeted each year to assist residents replace worn out sidewalks. A new sidewalk has great curb appeal.



WEST OTTLEY AVENUE UNDER CONSTRUCTION

Construction on West Ottley Avenue from Coulson Street to Amethyst Drive is scheduled to kickoff in March. This \$800,000 project will include the installation of storm drain facilities, piping of irrigation ditches, new curb & gutter, widening of the road, and new sections of sidewalk. These improvements have been identified in the City's capital program for a number of years and are identified as the highest priority street project for 2015. Even so, with a project of this scale it is hard to justify spending the equivalent of the entire capital projects' annual budget on a single project when there are a number of other competing needs. Thankfully, the City was successful in being awarded a \$400,000 Energy &

Mineral Impact Grant from the Colorado Department of Local Affairs in December of 2014. With the help of these grant funds and other development impact fees, the City will be able to complete this much needed project as well as focus our resources on maintaining some of the City's other infrastructure.

With the start of construction, the City would like to remind drivers and residents to be patient when in construction zones. The West Ottley Avenue Improvements Project is expected to take several months and involve considerable traffic closures. The City will do what we can to minimize these closures and make sure that all traffic (vehicles, bicyclists, & pedestrians) are routed in a safe manner.

LIFEGUARDING – A SUMMER AND YEAR-ROUND JOB

The chances are good that if you live here in Fruita, you've been to the Fruita Community Center and most likely you have made your way to the indoor pool, outdoor pool or the hot tub. We're certain you had a great time; but did you ever notice the Lifeguards keeping the pools and the spa safe? You may have come in contact with them at some point whether asking a question, needing a band-aid, or, in some cases, a rescue.

Did you know that the City of Fruita employs 35-45 part time lifeguards year round? Many of our outstanding staff are of high school and college age and go through a fun and rigorous training process to be certified as lifeguards. Most of our lifeguards live right here in Fruita, helping to give teenagers and youth a great employment opportunity to learn skills like CPR, first-aid, and rescue techniques. Last year our staff made 70 rescues in our pools and attended to many other first-aid needs as well as accidents and injuries within the facility or the skate park. In 2014, the Fruita Lifeguards took 1st Place at the 3rd Annual Western Slope Lifeguard Games!

Many of our staff are also certified, not only as lifeguards, but as Water Safety Instructors and teach the best swimming lessons on the Western Slope. Last year we taught over 1,200 participants how to swim, and others went through our Masters Swim and Youth Swim Team/Conditioning program!

Think you know someone who has what it takes to become a lifeguard, save lives, and be part of a fun and exciting team? We have an upcoming Lifeguard Training course March 23-27th and will be hiring additional lifeguards for the summer starting in April. Log on, call in, or come see us at the Fruita Community Center to start becoming a part of our team!

EVENTS AND ACTIVITIES IN FRUITA

Looking for something to do this spring and early summer? Here are some of the happening events and activities in Fruita that you can take part in...

DATE	EVENT/ACTIVITY
March 13	Night at the FCC for 5th through 7th grade kids (\$10)
March 20	Talent Show at Fruita Middle School (\$3 entry fee)
March 21	Pruning Workshop at the FCC (\$15)
April 1	Easter Egg Scramble at the FCC Backyard for 1- 6 year olds (free)
April 2	Chamber of Commerce Business Expo at the FCC (free)
April 4	Fruita Community Yard Sale at Civic Center Park (\$5 entrance fee)
April 4	Free Day at the Fruita Transfer Station (landfill)
April 11	Recycling Day at the Civic Center – E-Waste, etc (sponsored by Waste Management)
April 18	Fruita Bike Park, Community Clean up Day – help us rebuild the dirt jumps and pump tracks (free)
April 22	Arbor Day Celebration at Circle Park – Tree Planting, Arbor Day Proclamation, Free tree sapling, Ask a Master Gardener (CSU Extension) (free)
April 23-25	Fat Tire Festival, Downtown Fruita and any mountain bike trail around Fruita
April 24	CMU Maverick Classic Hill Climb from Downtown Fruita to Glade Park (free to watch)
April 25	CMU Maverick Classic Time Trials at the FCC (free to watch)
May 3	Addi's Cupcake Run at Reed Park
May 3	Rose Hill Rally through Fruita
May 15-16	Mike the Headless Chicken Festival – "Back the Fruiture"
May 23	Outdoor Pool opens at the FCC
June 4	First of eleven Thursday Night Concert Series at Civic Center Park

APRIL IS... "FRESHEN UP FRUITA" MONTH! CITY OF FRUITA'S ANNUAL ELECTRONICS RECYCLING EVENT

The City of Fruita will team up with Waste Management to offer Fruita residents an opportunity to recycle their electronic devices on Saturday, April 11, 2015 from 9:00 a.m. to 1:00 p.m. in the Fruita Civic Center parking lot at 325 E. Aspen Ave. Some electronics can be recycled at no cost and some have a nominal fee. The pricing structure is as follows:

Cell phones:..... No cost
Laptops:..... No cost
Cords/cables:..... No cost
CPUs:..... No cost
Computer monitors:..... \$ 12.00
Desktop printers/copiers:..... \$ 5.00

Televisions:
Based on size \$1 per screen inch, measured diagonally up to 27")
Large Televisions: 27" and over \$1.50 per screen inch, measured diagonally
All other electronics:..... \$ 3.00 and under
Peripherals:..... No cost (speakers, mice, keyboards, etc.)

Residents can feel confident that their electronics will be recycled in an ethical and environmentally sound manner with Waste Management's involvement. Please call 858-3663 if you have any questions.

FREE DAY AT THE FRUITA TRANSFER STATION

The Fruita Transfer Station at 1275 17 1/2 Road will be offering a FREE Day on Saturday, April 4th from 9:00 am to 5:00 pm. Free Day exceptions include tire disposal, electronic waste, appliances containing refrigerants and commercially hauled materials. These items are not part of the Free Day program and their disposal will be subject to normal tipping fees. ALL WASTE MATERIALS ENTERING THE LANDFILL OR TRANSFER STATIONS DURING FREE DAY MUST BE TARPED AND SECURED. UNTARPED/UNSECURED LOADS WILL BE TURNED AWAY – NO EXCEPTIONS.

The Mesa County Landfill will also have a FREE day on Saturday, April 11th at 3071 Highway 50 from 8:00 am to 4:30 pm.

BUSINESS INCUBATOR CENTER

Have you ever thought about opening up a business? Do you have a home-based business that you would like to grow? Do you have an existing business that you would like to take to the next level? Then the Business Incubator Center (BIC) may be just what you need. With a branch location upstairs in the Fruita Civic Center (325 E. Aspen Avenue), the BIC provides free or low cost classes, coaching, networking, and workshops geared to start-up or existing small business. The BIC has space available for lease at the Fruita branch location including space for those who don't need a full-time workspace. Their Grand Junction location lease space available includes a licensed commercial kitchen and light manufacturing space including a 'maker space' for designers, artists, engineers, and others to collaborate to develop innovative products. The BIC also provides small business financing including loans available specific to

Fruita businesses for those who cannot acquire conventional financing. The BIC also can help inventors in the development and commercialization of their Intellectual Property.

Some of the classes offered by the BIC include "Pumping Up the Dream" which provides step-by-step guidance for starting a new business. "Bookkeeping Bootcamp" teaches how to set up and track business accounting records and what type of expenses are deductible. "Business Valuation: What is it Worth to You?" helps you determine a fair listing price for a business. These are just a few of the classes offered by the BIC.

The BIC's Leading Edge Program helps move your business to the next level with a comprehensive training course to provide guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. The BIC's Small Business Development Center provides free one-on-one counseling

to help you avoid common pitfalls, discover new ways to improve your marketing, accounting, manufacturing, customer service or other business functions, and other counseling to help your business succeed. Their Business Over Breakfast program is held monthly with an interactive panel of experts to present and discuss topics of interest to small business. The Fruita Business Toolbox program is a meeting held at the Fruita BIC branch on the 2nd Tuesday of the month at 7:30 am with speakers providing information and an opportunity to form partnerships that should be helpful to Fruita businesses.

Much more detailed information about the BIC, the class schedules and fees, and the other services they provide can be found on their website: <http://www.gjincubator.org>. The Fruita branch of the BIC is staffed on Tuesdays 9:00 am - 12:00 pm, and Thursdays 12:00 pm - 4:00 pm. For appointments, contact the BIC by phone at (970) 243-5242.

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