



FRUITA

COLORADO

Weekly Info Update

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: September 30, 2016
Re: WEEKLY INFO UPDATE

Tuesday's City Council Meeting

The Police Department will present a citizen's award. We also have a consent agenda with many important items including board & commission appointments, first reading to accept the 32.76 acres of property and lake at the Industrial Park and a first reading to partner with Family Health West in the refinancing of their bonds (that the City is currently a conduit for) so they can obtain a much lower interest rate and borrow up to \$10 million on top of that for new construction, while reducing their monthly payments. There are also two CUPs—one for a VRBO and one for Wicked Wrench on consent. We also have one Administrative Report item that will include diving deeper into the 2017 proposed General Fund budget with presentations by Parks, Public Works and Police. Please see the packet for more detailed info.

Dinosaur Diamond Scenic Byway Survey—cont. (from Julia McHugh, Dinosaur Journey)

As many of you are aware, over the last year the temporary board (as well as some dedicated volunteers) of the Dinosaur Diamond National Scenic Byway have been assessing and planning for the revitalization of the byway, which is a tourism driver to our communities and businesses. We would like to digitally reach out and assess the needs and concerns of stakeholders elsewhere on the byway. To that end, we have prepared an online survey that we hope you will take the time to fill out and share with us your perceptions and ideas for the byway. This is a key first step to making sure the byway benefits all of us. The link to the survey is:

<https://www.surveymonkey.com/r/QRR7ZSV>.

TID BITS:

- Below is an excerpt from one of the Show Daily's at Interbike that covers the Bicycle Retailer Dealer Tour coming to Fruita and the Valley. This was secured in partnership with GJEP when we met with BRAIN at Outdoor Retailer in SLC.

Honor the Past – Envision the Future **FRUITA**

- Also below are some pics from Interbike.
- If you would like to submit questions for the Chamber's Candidate Forum to be held at the Civic Center next Thursday from 6-8 pm, you can submit info@fruitachamber.org.
- We received good news regarding new regulations the WWRF is subject to—due to lack of staffing at the state level our current permit is extended until possibly 2020. During this time we will continue to work towards opting out of the Reg 85 requirements for phosphorus based on collected data.
- Fruita residents recycled 52 tons of aluminum, cardboard, paper, scrap metals, plastics and glass in August; 39 tons in July; and 55 tons in June. (Full reports below)
- A new sign was placed by BLM at the Fruita Paleo Area recently. When ordered we still had our old logo, which is fitting for the location—photo below.
- Grand Valley Irrigation Company has a target date of November 1 to shut down the canal system. Public Works will start flushing and shutting off our system Oct. 24.
- Effective Oct. 1 Municipal Court office hours will be 9am - 1pm Monday, Tuesday, Thursday, Friday and 12 pm to the end of court on Wednesdays.
- Staff participated with Mesa County and D51 to evaluate safe routes to school at Fruita Middle School and Rim Rock Elementary.
- US Tractor has begun construction.
- Slats in the fencing at the Railroad culvert on the Little Salt Wash Trail were installed.
- Proposals are due today for the LOMR study to revise the floodplain for the Little Salt Wash.
- We will present to the Mesa County Federal Mineral Lease District next week as part of the grant application for the Aspen Alley project.
- The new play feature for the indoor pool will be installed Sunday evening.
- Conservation Corps will be constructing the Wranglers Loop connector next week as part of the 6.5 miles of new trail approved at the Kokopelli Trail system.
- An RFP is out by COPMOBA for the rest of the trail construction on Mack Ridge.
- Looks like the BLM and the motorized community will be completing the Edge Loop in the next several months.
- Crack-sealing begins next week on prioritized roads.
- Had a great meeting with a prospective company this week, connecting them with the land owners at the Industrial Park and will be giving them another tour next week.
- Officer Bob, Recreation staff and I enjoyed speaking to four first grade classes from Rim Rock Elementary earlier this week.
- Mayor Buck was able to speak to third graders at Loma Elementary also.
- I attended the first GJEP Outdoor Recreation Sub-committee this week to focus on ways to attract more OR companies by joining efforts with existing companies in the valley.
- Councilman Karisny, staff and I attended the CDOT 2016 City/County meeting with Region Director David Eller to discuss transportation issues and future projects.

- Proposals for consultants to work on the Foreign Trade Zone application have been received by GJEP and I will be participating in the selection process.
- We have a draft RFP for marketing services out to the Tourism Advisory Council to review by Wednesday so that we can aim to have it released soon after with proposals due Oct. 28.

FRUITA IN THE NEWS (or related news to the area):

- Fruita FFA team headed to nationals TV spot:
<http://www.nbc11news.com/content/news/395048111.html>
- Fruita embarks on budget process: <http://www.gjsentinel.com/news/articles/fruita-embarks-on-budget-process>
- Sexual abuse against children may be more common than you think TV spot;
<http://www.westernsloopenow.com/news/local-news/preventing-child-sexual-abuse>
- Valley's youth tune into presidential debate TV spot:
<http://www.nbc11news.com/content/news/394906671.html>
- 102 years of Fruita fall Fest TV spot: <http://www.kjct8.com/content/news/102-years-of-Fruita-Fall-Fest--394705491.html>
- Schwartz campaigns at Fall Fest TV spot: <http://www.westernsloopenow.com/news/local-news/schwartz-campaigns-fall-fest>
- Passing the hunting tradition to the next generation TV spot:
<http://www.kjct8.com/content/news/CPW-teaching-kids-families-how-to-hunt-394507761.html>

UPCOMING EVENTS *(When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.):*

- **October 6** from 6-8 pm at the Fruita Civic Center Council Chambers will be the Fruita Chamber's Mesa County Commissioner's Candidate Forum.
- **October 14** the Colorado Tourism Office is conducting a listening session for input on proposed priorities for inclusion in a statewide strategic plan for Colorado tourism. It will be held at the GJ City Auditorium from 8:30 – 10 am. To learn more: <http://industry.colorado.com/colorado-tourism-roadmap-regional-input-sessions>
- **October 15** AGNC has a meeting scheduled for AGNC members with Lt. Governor Donna Lynne at the Rifle Administration Building, 195 W. 14th St. at 9:30 am. RSVP's are requested to bonnie@agnc.org.
- **October 17** from 8 am – 6pm is the Colorado Backcountry Biker annual Flat Tire Blowout event that includes the Alley Cat Race. More info at <https://www.facebook.com/events/1632045397094809/>.
- **October 26** Chamber Director Frank Ladd and I are conducting an Economic Development Summit at Cavalcade from 6-8 pm to discuss economic development efforts to local businesses.
- Upcoming classes at the Business Incubator Center are posted below.

- See the flyer pasted below regarding upcoming events to celebrate Hispanic Heritage Month in Grand Junction.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2016** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors

Bicycle Tourism Conference draws wider range of event organizers

Bicycle touring and bikepacking are showing signs of growth with a variety of companies showing off new racks, bags and assorted outdoor gear at Interbike.

Those same companies may want to take a second look at the National Bicycle Tourism Conference scheduled for Nov. 2-5 in St. Pete Beach, Florida.

T.J. Juskiewicz, president of the Bicycle Tour Network and RAGBRAI's ride director, said this year's conference could host as many as 350 participants. "We're way ahead of last year," said Juskiewicz who was at Interbike as part of a Happy Hour celebration at Primal Wear. Primal is a major conference sponsor.

"The conference has a great set of programs and it doesn't hurt that we're holding it in Florida. Being in Florida in November is appealing," he said. The Sirata Beach Resort is the conference hotel.

This year's four-day meeting again brings together event organizers and tourism professionals. A separate vendor expo will offer touring company officials a look at new gear and foreign tourism programs. Juskiewicz said he expects more people to register as well as more vendors to sign up for the expo. "We're still a little early," he added.

This is the organization's 27th year and it has grown from a conference primarily for multi-day event directors to now include festival organizers as well as single-day and weekend recreational directors. It's also attracting tour operators and representatives from state travel and tourism bureaus.

For example, Bike Florida, the Joplin Convention & Visitors Bureau, Bike Bentonville, Travel Oregon, Adventure Cycling and PeopleForBikes are



The November conference will include a presentation by Dirty Kanza executive director Jim Cummins. This year's edition of the popular gravel race drew around 1,000 riders.

key sponsors. And this year several tour organizers from Europe also will attend, Juskiewicz said.

Driving the conference's growth, Juskiewicz explained, is the growing impact of small, urban tours that appeal to a growing number of consumers.

Among some of those who have registered this year are small bed-and-breakfast operators interested in adding cycling to what they can offer guests, he said. "We're seeing a lot of people renewing their attendance and a lot of new people coming for the first time," he added.

Juskiewicz, however, lamented the industry's general lack of interest in this growing market segment where people are more motivated by the experience of casual cycling or preparing for a major

event like RAGBRAI.

"I hear that many retailers are down 10 percent or more in a lot of regions, but here in Iowa (thanks in part to RAGBRAI) most are up for the year," he said, offering praise for Bianchi and Jamis as two bicycle suppliers who have supported RAGBRAI for years.

Juskiewicz said the conference will help participants improve their performance and bottom line, stay current with trends driving the economics of touring, and network with leaders in the tourism industry.

Seminars include discussions on branding, how to work with convention and tourism bureaus, marketing, off-road events and others. For example, Jim Cummins, executive director of Dirty Kanza, will discuss that event's success. And Burkhard Stork, national director of the German National Cyclists' Association, will lead a panel on global bicycle tourism.

BRAIN Dealer Tour heads to Grand Junction and Fruita, Colorado

Bicycle Retailer & Industry News will venture to Grand Junction and Fruita, Colorado, next May for its spring Dealer Tour. The bike tour of the Colorado Grand Valley, renowned for its mountain bike singlettrack, will give BRAIN editors and sponsors a firsthand look at how trail development can create a fertile climate for bicycle retail business and bicycle tourism.

"We are thrilled to host *Bicycle Retailer* and its partners in Colorado's Grand Valley," said Kristi Pollard, executive director,

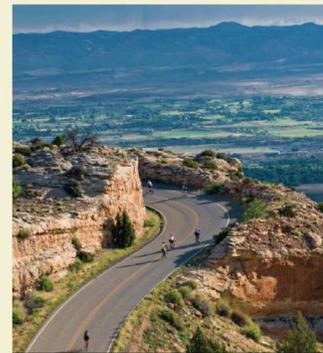
Grand Junction Economic Partnership. "There is truly no better way to experience our valley than by bike. We have over 10,000 miles of paved, soft-surface and singlettrack trails in the area. Our bike retailers are experienced and avid riders who choose to do business here because of an exceptional lifestyle and marketplace that is unequivocally linked to cycling in all its forms."

Fruita Mayor

Lori Buck, Fruita city manager Mike Bennett, and business development manager for Grand Junction Economic Partnership Steve Jozefczyk are here at Interbike to promote the outdoor recreation industry in Fruita and surrounding area, and to speak with businesses that may be interested in expanding to Colorado's Grand Valley.

Over the past nine years, BRAIN has hosted Dealer Tours in more than 20 cities across North America. The now tried-and-true format consists of three days visiting local retailers by bike to experience firsthand the bicycle community and infrastructure that support retail business.

BRAIN will host its next Dealer Tour this October in Charlotte, North Carolina, and Columbia, South Carolina. Companies interested in sponsoring a BRAIN Dealer Tour can contact BRAIN publisher Megan Tompkins at mtompkins@bicycleretailer.com.



The Colorado Grand Valley will provide a stunning backdrop for BRAIN's Dealer Tour in May.



HAUL SOME SERIOUS ASSETS

CARGO NODE

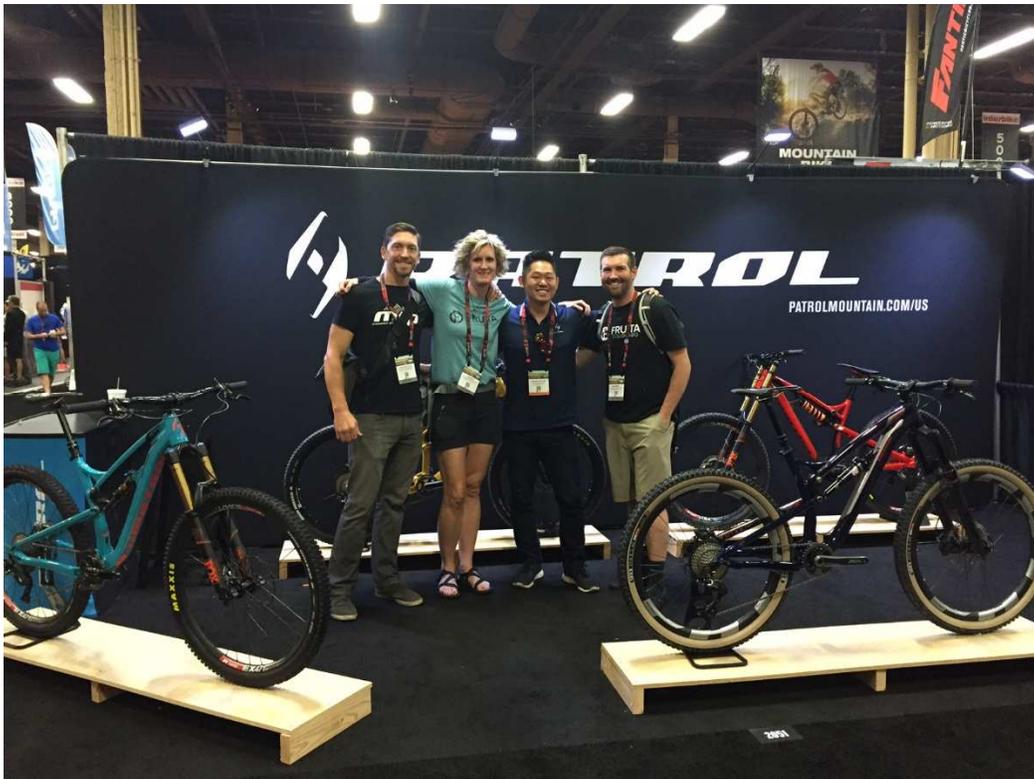
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tern
ternbicycles.com

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August 2016 Recycling Benefits for the City of Fruitsa

In August 2016, we recycled 52 tons of aluminum, cardboard, paper, scrap metals, plastics and glass.

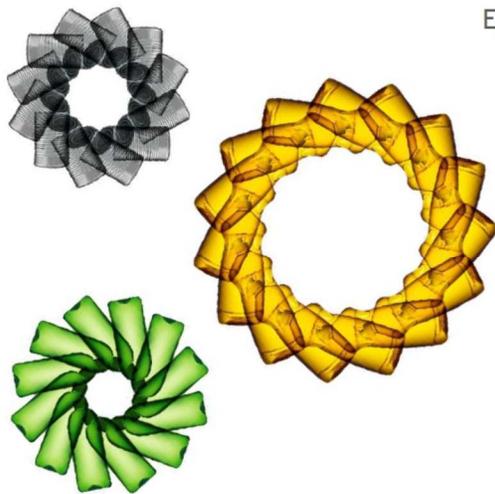
Recycling these materials will save the following resources:

545 Mature Trees

Represents enough saved timber resources to produce 6,754,800 sheets of newspaper!

181 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 233 people!



81,993 kWh of Electricity

Enough power to fulfill the annual electricity needs of 7 homes!

Avoided 145 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

283,508 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,780 people!

Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016



July 2016 Recycling Benefits for City of Fruita

In July 2016, we recycled 39 tons of aluminum, cardboard, paper, scrap metals, plastics and glass.

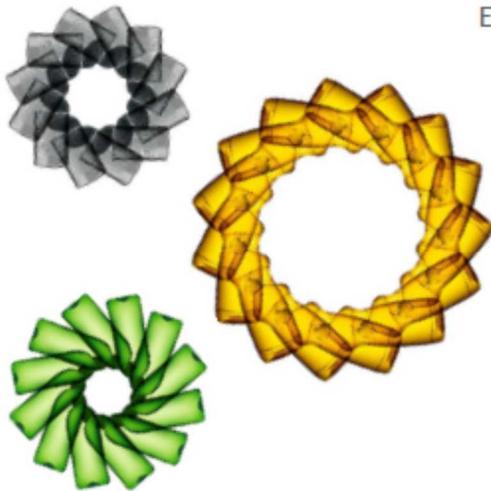
Recycling these materials will save the following resources:

320 Mature Trees

Represents enough saved timber resources to produce 3,962,300 sheets of newspaper!

142 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 182 people!



80,851 kWh of Electricity

Enough power to fulfill the annual electricity needs of 7 homes!

Avoided 102 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

181,896 Gallons of Water

Represents enough fresh water to meet the daily needs of 2,425 people!

Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016



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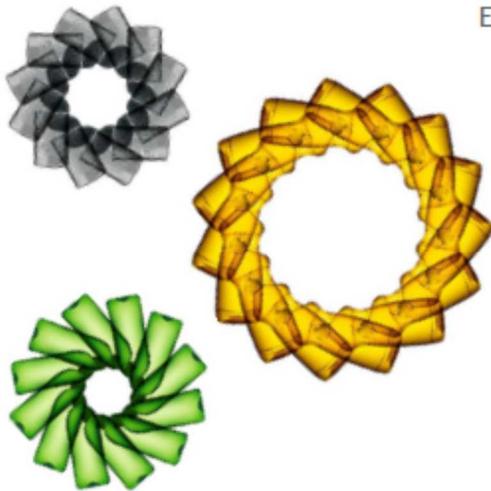
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Fruita Paleo Area

McINNIS CANYONS
National Conservation Area



Managed in partnership with the
City of Fruita and the
Museums of Western Colorado

Pumping Up the Dream
Starting a Business in Western Colorado

Take advantage of the opportunity to receive step by step guidance as you start your new business in Western Colorado. This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

Cost is \$50 and includes training materials and membership in the Fast Trac Business Basics program.

Morning Class 9:00 am to noon

Tuesday, October 4
Thursday, December 22

Afternoon Class 1:00 pm to 4:00 pm

Wednesday, November 2 (Fruita)
Thursday, December 8

Evening Class 6:00 pm to 9:00 pm

Monday, October 24

Fast Trac Business Basics

Classes are offered from noon-1:00

Must Take Starting a Business Class First

FREE: Call 243-5242 to Pre-Register

Fast Trac Market Research: Learn to use market research tools to generate more business	10/19/16 11/3/16
Fast Trac Business Planning: Write a plan to help ensure the success of your business.	10/6/16 11/14/16
Fast Trac Internet Strategies: Learn how to be accessible through the Internet.	10/25/16 11/18/16
Fast Trac Licensing: License your business online.	10/28/16
Fast Trac Cash Flows: Learn how to do a cash flow budget using Excel.	10/13/16 11/7/16

The Business Incubator is celebrating 30 years!

- Supportive Entrepreneurial community
- Free consulting and Low cost Training
 - Business Loans and Financing
 - Colorado State Tax Credits

What can we do for your business?



Call 243-5242 to Register

All Dates & Events Are Subject to Change

Events in **Fruita** will be held at our Fruita Location:

325 East Aspen Street
Fruita, Colorado



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.



Bookkeeping Bootcamp
Learn how to set up and track business accounting records, and gain better control of your business by learning how balance sheets, income statements, and cash flow projections are prepared and what they can tell you about your business.

Cost: \$75 (includes lunch)



Wednesday, October 12, 2016
9:00 am to 2:00 pm

PRESENTS Friday, October 21, 2016
Aspen Street Coffee, 136 East
Aspen, Fruita, CO

Open Coffee Club 3rd Friday
of every month
10:00 am - 12:00 pm

Join us with your ideas, inspirations, or just come and get one-on-one consulting for your existing business.

Business Valuation: What's it worth to you?

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Tuesday, December 13
1:30—3:00pm
Cost: \$ 35.00





September 13 - October 15

Celebrate Hispanic Heritage Month in Grand Junction



13 Septiembre 6-7:30 am

CENTRAL LIBRARY
"The Naturalization Process:
Becoming a U.S. Citizen" presented
by the U.S. Citizenship and Immigration
Services Naturalization.



14 Septiembre 10:00 am

COLORADO NATIONAL MONUMENT
Naturalization ceremony for new
citizens of the United States.



15 Septiembre 10:00 am

CLIFTON LIBRARY
Puppet show "Los 3 Cabritos."

21 Septiembre 5:30 pm

**CENTRAL LIBRARY COMMUNITY
ROOM**
Popcorn and a Movie: "The 33", an
inspirational account of the rescue of
Chilean miners trapped for 69 days.



23 Septiembre 10:00 am

CENTRAL LIBRARY
Puppet show "Los 3 Cabritos."



26 Septiembre 6:00 pm

CENTRAL LIBRARY
Hispanic Affairs Project "Count Me
In", with presentations by the Western
Colorado Latino Chamber of Commerce,
the Mesa County Public Library District
Literacy Center Services, the Board of
Immigration Appeals, ballot information
and an update on driver's licenses.



27 Septiembre 10am-6pm

MESA COUNTY PUBLIC LIBRARIES
National Voter Registration Day.

REGISTER TO VOTE:
Central 10am-6:30pm,
Fruita 1-6pm,
Orchard Mesa 3:30-6pm



16 Septiembre 5:30-7 pm

THE ART CENTER
Hispanic Heritage Month
Opening Ceremony:
¡Del Corazon! Exhibition
featuring keynote speakers
and artists Tony Ortega and
Sylvia Montero, Home
Impressions exhibition
featuring local Latino artists,
Hispanic Advancement Award
presentation, performances by
Music Spark students and ¡Viva
Colombial, traditional food.

THE
ART
CENTER
WESTERN COLORADO
CENTER FOR THE ARTS



11 Octubre 6-7:15 pm

CMU ESCALANTE HALL
"From Mexico to Beautiful
Colorado: Rompiendo Barreras,"

with speaker Rosy
Arbuto McDonough,
Director of the
Minority Business
Office at the
Colorado Office of
Economic
Development and
International Trade.



15 Octubre 1-3 pm

LAS COLONIAS PARK
Hispanic Heritage Month closing
ceremony, with mural reveal,
entertainment, and traditional
food.



17 Septiembre 9:00 am

ADOBE CREEK GOLF COURSE
Latin Anglo Alliance scholarship fund-
raiser golf scramble. Cost: \$75*



*All events are free unless otherwise specified

