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Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 10, 2015
Re: WEEKLY INFO UPDATE

Fruita on the list of 20 Coolest Towns for Outdoor Adventure

If you hadn't seen this already—check it out. The article blew up over social media this week, beginning over the weekend. We were number 12 on Matador Network's list and it highlighted favorite spots in Fruita, including the Over the Edge Sports, Cavalcade, Aspen Street Coffee, Hot Tomato, and the Copper Club Brewery. Thanks to Veronica Daehn Harvey for contributing information to Matador. Criteria for the rankings were: **(1)** *The place should be an actual town, not just a spot or destination. In other words, you can live/work there year round, and even in the "off-season" it's still cool.* **(2)** *The outdoor objectives that make the place so rad must be part of the immediate surroundings. If you can't climb / ski / paddle / surf right in town, the access should be just beyond, not an hour away.* And **(3)** *The place should have a notable culture, tradition, or local economy around the activities (and natural resources) themselves. Of special mention are places such as Salida, where actual infrastructure has been developed (manmade whitewater features) that brings cool events and awareness to the town.*

<http://matadornetwork.com/trips/americas-20-coolest-towns-outdoor-adventure/>

Downtown Enhancement Project Update

Unfortunately, we were not awarded our grant request of \$200,000 from the Mesa County Federal Mineral Lease District. Of the \$719,660 awarded, CMU received \$504,560 for the Tomlinson Library Renovation, Expansion and Technology project, and the remaining funds were awarded to mini-grant applications. We will still proceed with our project this summer in July and August. We will narrow our focus on the intersections of Peach and Mulberry and in between. Funds will be from what we budgeted and also received from DOLA. We will have to roll out the east end of Aspen intersection at the Circle in a future phase.

City Goals Update

In our efforts to narrow and align our efforts to achieve increased jobs, mixed use development and increased lodging tax revenue, we kicked off two working teams focused on proactive economic development, outdoor recreation, tourism, events and community engagement this week. GJEP and Chamber staff is working with us on these. As we progress, I will keep you updated.

Fruita Bike Park Grand Opening & Reconditioning Day

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

Although many have been enjoying the Fruita Bike Park for a while now (including my kids and I), now that it is Spring we are having an official grand opening event to recognize and welcome representatives of Drought Response Information Project (DRIP), CSU Extension, WCCC and Great Outdoors Colorado (GOCO) Board Member Tom Burke. Mayor Buck will speak, and following the ceremony Officer Courtney will host youth races and prizes for fastest, most skilled and best sportsperson. The event starts at 10 am. Boy Scout Aaron Payne and his troop will recondition the park on Friday and early Saturday, Code Enforcement Officer Mark Angelo and volunteers from Partners will do cleanup and trail work. (Flyer attached)

Math and Science Center in Fruita

Tuesday, the Math and Science Center held a press conference with the City and Chevron to celebrate a donation Chevron made of \$30,000 to help the MSC purchase laptops, a two 3-D printers and a 3-D scanner to be housed at the Fruita Business Incubator. They also announced their partnership with us to host science, technology, engineering and math programs right here in Fruita, at the Civic Center in June and July. Flyers are attached and more information can be found at www.mathandsciencecenter.org.

Tuesday's North Star Economic Development Focus Group Meeting

We appreciate the engaged group of Fruitians who participated in the focus group Tuesday. The study, funded by the City of Grand Junction and Mesa County, will continue with the purpose of identifying a regional brand and message for the valley-wide economic development while maintain each city's identity. I have a follow-up call with Audrey Taylor of Chabin next week to drill down on Fruita specific economic development efforts/opportunities. One thing that was for certain was the consultants were highly impressed with Fruita as a community and Fruita is not in search of an identity.

TID BITS:

- Big congrats to our new Corporals, officers Peck and Young!
- BLM released the awaited proposed Resource Management Plan and Final Environmental Impact Assessment this week. We will be reviewing this in more detail over the coming days and will have an opportunity to protest if we fill the need for any changes from the draft to the proposed. We having a meeting set next week with BLM to discuss next steps for trail development.
- Mayor Buck and I had the opportunity to participate in interviewing finalists to be the new Executive Director of the Grand Junction Economic Partnership (GJEP) this week and there are some promising candidates.
- Pinkbike.com enjoyed their stay in Fruita this week sharing with us at an event last night their challenge will be narrowing all the amazing footage of trails, people and in the City they were able to get. This is for a series they hope to release the end of June on the love of trails.
- We are gearing up for an amazing Mike the Headless Chicken Festival this year (May 14-16—see flyer attached) with some new events. The theme is Back to the Friture. Check out the 60 second video, thanks to Mackenzie Dodge and Angie Ballegeer: <https://youtu.be/z4Sw31IH-W0>
- Staff is working with Girls On The Run of Western Colorado to plan hosting the end of year 5K for the program in Fruita beginning in 2016. This would bring over 2,000 people to the City for a great cause.

- Ride The Rockies has confirmed they will bring the ride through downtown Fruita!!! Staff is working closely with the Chamber and local businesses to create a fun event for riders, supporters and residents alike on Sunday, June 14th in downtown.
- Fat Tire Festival is right around the corner, April 23-26th!
- The Maverick Classic is also April 23-25 with the Time Trial at 8 am Saturday the 25th in Fruita. http://www.coloradomesa.edu/maverickclassic/documents/GGJSC_MaverickClassic_WebFlyers_1415_TT.pdf
- This Saturday, April 11, from 9 am – 1 pm in the Civic Center parking lot is the annual Electronics Recycling Event (flyer attached).
- Ottley Ave. is progressing with utilities complete except for storm drain work that will coincide with road base. Engineering staff is looking into the price to improve the irrigation system on Ruby Lee and have been in contact with each residence involved.
- Over 60% of the Columbine sewer project is complete.
- Irrigation has been turned on in the City.

FRUITA IN THE NEWS:

- Fruita Bike Park: <http://www.gifreepress.com/news/fruita/15813162-113/fruita-bike-park-celebrated-april-17-18>
- Rumble at 18 Road: <http://www.gifreepress.com/news/15796846-113/rumble-at-18-road-two-days-of-mountain-bike-racing>
- GVT New Transfer Facility “closer to Fruita” & Rumble at 18 Road TV spots: <http://www.nbc11news.com/home/headlines/New-GVT-facility-is-set-to-open-on-Monday-299136141.html>
- Math & Science Center Programs in Fruita: <http://www.westernslopenow.com/story/d/story/chevron-grants-math-science-center-30000-for-summe/18904/0TCKEydl6U2KNSt2Ik7H6w>
- Fruita Recycling/Green Initiatives TV spot: <http://www.kjct8.com/home/headlines/298544861.html>
- Fruita Chamber business Expo TV Spot: <http://www.westernslopenow.com/story/d/story/fruita-chamber-of-commerce-economic-growth/38567/4K9HpbSkUUWIX5ckWm2ThQ>
- Downtown Improvements: <http://www.westernslopenow.com/story/d/story/fruita-street-improvements-may-increase-downtown-r/36028/nMaS9y3XZUevDvasv0HyjQ>

UPCOMING EVENTS:

- Saturday, **April 11th** is the annual Electronics Recycling event in Civic Center parking lot from 9 am – 1 pm.
- **April 18** is the Bike Park Grand Opening and Reconditioning Day at 10 am.
- We received an invite for the Relay for Life of Fruita Social and Chili Cook Off **April 18** from 6:30 – 8:00 pm at the Church of Jesus Christ of Latter-day Saints at 343 E Ottley Ave.
- **April 18-19** is Rumble at 18 Road.
- Fruita Fat Tire Festival—downtown **April 23-26!!!!**
- The **April 2015** City of Fruita Meeting Calendar is available on the website at: <http://www.fruita.org/documents/admin/mtgcal.pdf>.

- The **2015** Events Calendar is also available online at:
http://www.fruita.org/documents/rec/EVENT_CALENDAR.pdf

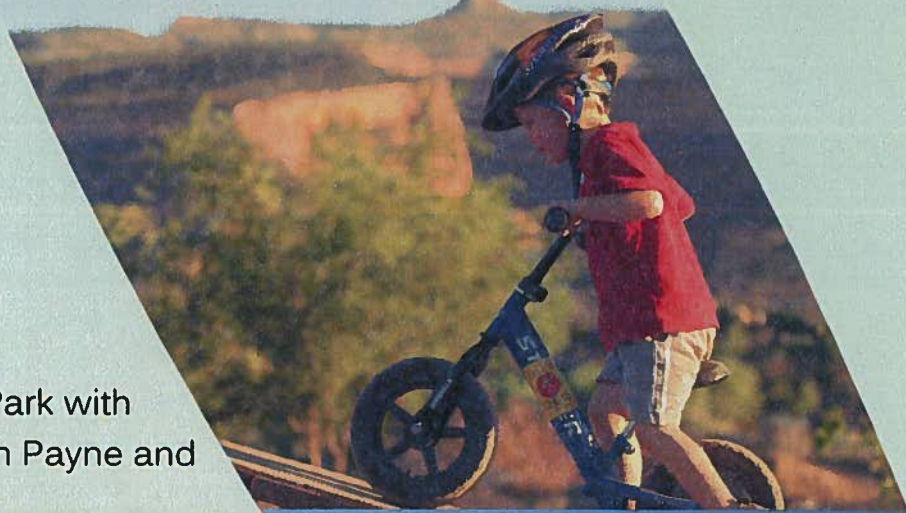
CC: Department Directors

Fruita Bike Park

**Grand Opening
and
Reconditioning Day!**



**April
17th and 18th
2015**



Friday 4/17

4:00pm - Recondition Bike Park with Scout Troop, Aaron Payne and Andrew Courtney

Saturday 4/18

8:30am - Trail Work with Mark Angelo

10:00am - Opening Ceremony with recognition of GOCO, DRIP, WCCC and CSU Extension

10:15am - FREE Youth (12 & under) Bicycle Races with Andrew Courtney. Prizes for fastest, most skilled and best sportsperson. Register day of.





WASTE MANAGEMENT

ELECTRONICS RECYCLING EVENT

April 11, 2015

9:00 a.m. - 1:00 p.m. at Fruita City Hall
325 E. Aspen Ave, Fruita CO



The City of Fruita is teaming up with Waste Management to offer Fruita residents an opportunity to recycle their electronic devices. Waste Management will collect all cords, cables, laptops, CPUs and cell phones at no cost. All other electronics will have a nominal fee.

Residents can feel confident that their electronics will be recycled in an ethical and environmentally sound manner with Waste Management's involvement.



THINK GREEN®

Price List:

Cell Phones	No Cost
Laptops	No Cost
Cords/Cables	No Cost
CPUs	No Cost
Speakers, Mice, Keyboards	No Cost
Computer Monitors	\$12
Desktop Printers/ Copiers	\$5
All Size Flat Screen Televisions	
and CRTs up to 27"	\$1 per screen inch
CRTs over 27"	\$1.50 per screen inch
(measured diagonally)	
All other electronics	\$3 and under

2015 Mike the Headless Chicken Festival May 15-16

Presented by:

The City of Fruita & Credit Union of Colorado



Thursday, May 14

9:30pm Kick off the Festival by Watching Back to the Future @ Allen Unique Auto \$5 Admission/Pictures with Mike and the DeLorean!



Friday, May 15

4:00pm - 10:00pm Mike Store, Artisan & Food Vendors Open

4:00pm - 8:00pm Poultry Show in the Civic Center

Come see hundreds of prize chickens for free at the top floor of the big brick building!

5:00pm - 7:00pm Entertainment - Bicycle Annie 90's Alternative

5:00pm - 8:00pm Ride a hover board! Free

6:00pm Pre Registration Dinner @ Munchies for Car Show

7:30pm - 9:30pm Entertainment - Boogie Machine 70's!

Saturday, May 16

SATURDAY DURING POULTRY SHOW: Chicken Poop Bingo in the Civic Center top floor @ 12pm, 1pm, 2:30pm, 3:30pm. \$1 buys you 2 squares. Winners get a fun prize!

7:00am - 10:00am Lion's Club Pancake Breakfast 100F Hall on the Circle

8:00am - 3:30pm Mike's May Madness Car Show 8am-10am Registration 10am-3pm Show & 3pm Awards Presented by Blue Dots Car Club

7:00am - 8:30am Race day Registration for 5k Run

8:30am - 10:00am Mike's Disc Golf Tournament @ Snooks Bottom pay and play - register between 8:30am-10am @ Snooks

9:00am - 10:00am Mike 5k Run/Walk Sponsored by Rocky Mountain Health Plans

9:00am - 10:00pm Mike Store, Artisan & Food Vendors Open

9:00am - 8:00pm Mike's Backyard Games Free

9:00am - 8:00pm Poultry Show in the Civic Center

9:30am Obstacle Course
2:00pm Judge Costume Contest

Come see hundreds of prize chickens for free at the top floor of the big brick building!

12:30pm - 2:00pm Peep Eating and Wing Eating Contest

Sponsored by Suds Brothers Brewery

2:00pm - 2:30pm Do the Chicken Dance with 92.3 The Moose & 100.7 The Vault On stage

3:00pm - 3:30pm Rooster Calling Contest with 92.3 The Moose & 100.7 The Vault On stage

4:00pm - 6:00pm Entertainment - Michael Aldridge

6:00pm Poultry Show Awards on Stage and drawing for raffle/silent auction

4:00pm - 8:00pm Ride a hover board! Free

7:30pm - 9:30pm Entertainment - The Nacho Men Comedy, 50's - 90's!



John McConnell Math & Science Center

2015 Summer of Fun

1st and 2nd grade

Phone: 970-254-1626 www.MathandScienceCenter.org

Orchard Mesa location: 2660 Unaweep Ave., Grand Junction, CO 81503



**Chemistry—How Will
You React?**

June 1st-5th or July 20th-24th



June 8th-12th or June 29th- July 3rd

Engaging With Nature!



June 15th-19th or July 6th-10th

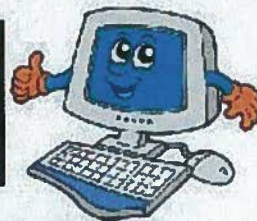


Science Fun Days

July 27th-31st

Fruita location: Fruita Civic Center, 325 E. Aspen Ave., Fruita, CO 81521

“Little Bits” Coding Solutions



June 22nd-26th or July 13th-17th

John McConnell Math & Science Center

2015 Summer of Fun

3rd - 5th grades

Phone: 970-254-1626 www.MathandScienceCenter.org

Orchard Mesa location: 2660 Unaweep Ave., Grand Junction, CO 81503



Safety Goggles Required !!!

June 8th-12th or July 20th-24th



Cardboard Arcade

June 15th-19th or July 13th-17th



June 22nd-26th



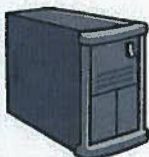
July 6th-10th



Science Fun Days

July 27th-31st

Fruita location: Fruita Civic Center, 325 E. Aspen Ave., Fruita, CO 81521



June 1st-5th



June 29th-July 3rd or July 27th-31st

John McConnell Math & Science Center

2015 Summer of Fun

6th - 8th grades

Phone: 970-254-1626 www.MathandScienceCenter.org

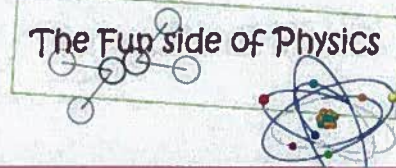
Orchard Mesa location: 2660 Unaweep Ave., Grand Junction, CO 81503



The Science of:
Fly Fishing

June 1st-6th

The Fun side of Physics



June 22nd-26th



Engineering Olympiad



June 29th-July 3rd



Advanced
Rocketry

July 13th-17th

CRAZY FOR CHEMISTRY



July 27th-31st

Fruita location: Fruita Civic Center, 325 E. Aspen Ave., Fruita, CO 81521



"MegaBytes" Coding Solutions

June 8th-12th or July 6th-10th



**"Making Things Move"
Advanced Robotics**

June 15th-19th or July 20th-24th



You Can Grow It!

**Meadowlark Garden Center
(in the Redlands) 2259 Broadway
July 13th-17th**