



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 21, 2020
Re: WEEKLY INFORMATION 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

Tuesday's City Council Workshop

There are three topics on the agenda for the workshop on Tuesday. We will begin with an update on the Roundabout Projects and will hear from the landscape architect and artist that were hired to take on the project. After that, we will discuss signage for dogs at Snooks Bottom. The meeting will conclude with discussing City Council meeting procedures and policies.

Recap of PHROST Master Plan Kick Off Meetings

It's been just a little bit of a busy week for Parks and Recreation! Our consultant for the Parks, Health, Recreation, Open Space and Trails Master Plan (PHROST), Green Play, was in town conducting a variety of stakeholder meetings. We appreciate the many stakeholders and partners who participated in those meetings. Throughout the week we met with our steering committee, many partner agencies, recreation organizations, health partners, and City staff. On Thursday night, we hosted a community forum at the Cavalcade and over 100 people attended the event to share their ideas on the future of Fruita Parks and Recreation. It's been a great week to gather community input on the plan, and we are looking forward to moving on to the next steps of the plan. A community survey will be sent out in mid-April, along with other opportunities to participate in the process through November. Here is a picture of some of the crowd from the public forum.



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

General Updates

- The newest edition of the GoFruita newsletter is now available! Check it out here: [Fruita's Spring Break Season](#).
- The Fruita Chamber of Commerce's Candidates and Issues Forum has been scheduled for Thursday, March 5th, 2020 from 6:00 to 8:00 p.m. at the Fruita Community Center. To find out more, visit the Chamber's website [here](#).
- As I briefly mentioned on Tuesday night, I recently attended a state economic forecast at the CCCMA conference. If you are interested in learning more, here is a link to the presentation: [Colorado economic forecast](#).
- On Thursday, we presented the results of the Comprehensive Plan Update to the Livability Commission. The Commission spent a lot of time discussing the values and themes of the plan, and how the group can potentially, align their efforts with the goals and action items outlined in the plan. It was a great discussion, and the Livability Commission will be meeting again next month to continue it.
- Staff had a productive kick-off to planning out the process of the Land Use Code update with Design Workshop this week.
- I was able to join the owners of Canfield Bikes to speak at the Fworks Open Coffee Club this morning. We had a great turnout and fun conversation.

Engineering

- The sewer pipe installation is complete on the Highway 6 Sewer Interceptor Project! Grouting of the casing pipe for the bores under the Independent Ranchman's Canal, Highway 6, and the Union Pacific Railroad will take place sometime in the first couple of weeks of March.

Parks and Recreation

- Tickets for the Art Stroll and an Evening of Art are now available. The Art Stroll will be at the Fruita Community Center on March 7th from 6:30 to 9:30 p.m. All proceeds from the Art Stroll go towards keeping the arts alive in Fruita. For more information or tickets, you can visit this link [here](#).
- Next Wednesday, February 26th, Great Outdoors Colorado (GOCO) is hosting a listening tour at the Fruita Community Center from 4:30 p.m. to 6:00 p.m. GOCO is in the process of developing a new strategic plan for the next five years, and these meetings are a chance for people to provide input on the direction of that plan. The meeting is open to the public. GOCO has been a great partner with Fruita in the past, and we are excited to be hosting this meeting.
- On Thursday, the Community Center and the Fruita Branch of the Mesa County Library hosted over 60 people for the Sport of Falconry presentation. It was a great turnout, and the presentation focused on various breeds of raptors and training techniques.

Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

Major/ Minor Subdivisions:

- Village at County Creek North

- Dwell PUD Concept Plan
- Bradyville Minor Subdivision

Site Design Review:

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)

Other Applications:

- Cook Short Term Rental
- Christmas Farm Short Term Rental
- Fessler Variance

Public Works

- Crews began work on the Big Salt Wash stabilization this week. Trail closures will continue intermittently for the next few weeks as equipment is being used and materials are hauled in.
- Began interviews this week to fill a vacant maintenance worker position on the Facilities crew and are optimistic in the strong pool of applicants.

FRUITA IN THE NEWS (and regional news of impact to Fruita):

- [The Western Slope's outdoor recreation economy had everything but a bachelor's degree. Colorado Mesa is changing that.](#)
- [Fruita looks to future of its parks, recreation.](#)
- [Genetic tests confirm wolf presence in Colorado.](#)
- [Student of the Week: Fruita Monuments Kenley Kohls.](#)
- [Mesa County economic forecast: Growing but slowing.](#)
- [Grand Junction Regional Airport locks down grant for new flight.](#)
- [Sports Commission gives \\$40k in grants to local events.](#)
- [Fruita named one of the safest Colorado cities.](#)

UPCOMING EVENTS *(Please 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 when needed.):*

- **February 26, 2020** – Great Outdoors Colorado Strategic Plan Listening Tour, Fruita Community Center from 4:30 p.m. to 6:00 p.m.
- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 5, 2020** – Fruita Candidate and Issues Forum, 6:00 to 8:00 p.m. at the Fruita Community Center.
- **March 7, 2020** – An Evening of Art in Fruita, 6:30 p.m. to 9:30 p.m., Fruita Community Center.
- **March 27, 2020** – Night at the FCC, 7:00 p.m. to 10:00 p.m. at the Fruita Community Center.

- **March 11, 2020** – Start the Conversation on the topic of Suicide Prevention, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **April 4, 2020** – 9 Health Fair at the Fruita Community Center, 7:00 a.m. to 11:00 a.m.
- **April 8, 2020** – Easter Egg Scramble at 4:00 p.m., Fruita Community Center.
- **April 15, 2020** – Fruita Back to Summer Fair, Fruita Community Center Meeting from 5:30 p.m. to 7:00 p.m.
- **April 18, 2020** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course at 9:00 a.m.
- **April 22, 2020** – Start the Conversation on the topic of Social Media Use, Fruita Community Center from 6:00 p.m. to 6:30 p.m.
- **May 1, 2020 – May 3, 2020** – Fruita Fat Tire Festival, 18 Road Trailhead and Downtown Fruita.
- **May 2, 2020** – Girls on the Run 5K at 9:00 a.m. at the Fruita Community Center
- **May 6, 2020** - Bike to Work Day, 7:00 a.m. to 9:00 a.m., at Civic Center or Heritage Park.
- **May 29, 2020 – May 30, 2020** – Mike the Headless Chicken Festival, Downtown Fruita.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org.



EXPLORE FRUITA WITH THE CITY MANAGER

These events are an opportunity for residents to have an open conversation with the City Manager and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

January 7, 2020 at
9:00 a.m. -- Coffee at
Einstein Brothers
Bagels at 9:00 p.m.

February 4, 2020 at
5:00 p.m. -- Beer or
Root Beer at the Hot
Tomato

March 5, 2020 at
4:30 p.m. -- Bike the
Riverfront Trail, meet
at the Fruita
Community Center

For more
information, visit
fruita.org.



WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP) The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH) The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L) The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



FRUITA COLORADO



City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.