



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

# Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 20, 2015  
Re: WEEKLY INFO UPDATE

---

## **Tuesday's City Council Workshop**

For the workshop, we will be discussing some revisions we would like to make to some ordinances to reflect new state statutes and clarity on our part. We will also discuss the amendments to the code on Campgrounds and Recreational Vehicle Parks which goes to Planning Commission in March, building maintenance and an update on the City goals. I included in your packet a couple video clips that would be beneficial to view prior to the workshop.

## **Ride the Rockies**

I am sure you all saw the recent announcement that Ride the Rockies is coming through the area. Staff has been participating on the regional planning committee prior to the announcement. The original plan is for one day to be a ride from East to West on the Monument and then the riders go back to Grand Junction on the frontage road. We have proposed they change the return to come through Fruita to highlight our community and even add in a couple venues. The organizers seem open and we are pursuing options with them.

## **Fruita Business Incubator Center**

We had a productive meeting with the Business Incubator Center leadership and learned some interesting facts about their success with businesses in Fruita. They primarily provide loan funds to fill bank gaps for businesses that qualify, provide coaching and space for businesses to get started. Since the 1985 inception of the loan fund, nearly \$1.5 million in funding has gone to Fruita businesses. \$500,000 of that has occurred since 2011. We will be working with the BIC in our efforts to target new business development.

## **New City Engineer**

Public Works Director Ken Haley has offered the vacant City Engineer position to local Engineer and Fruita resident Sam Atkins and he has accepted. He is scheduled to start working the first week of March.

## **Combined Chamber Board – City Council Workshop**

Due to schedule conflicts for the March workshop (Spring Break for school district week), I have proposed to the Chamber considering the joint workshop in April. To prepare for this, I offered that staff could present an overview of existing city plans and goals to the Chamber Board prior so that the workshop could jump right into discussion of how we combine efforts on our shared goals.

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

## TID BITS:

- The 8<sup>th</sup> Annual Sweetheart Run had more runners than ever before with 652 registrants and 582 who finished! Big thank you to Angie, Police, Public Works and the many staff who volunteered in making this an awesome event.
- I will be attending the Colorado City/County Managers Association conference next Thursday and Friday. I'll tell Clint hi.
- The next event is the annual Talent Show that will be at the Fruita Middle School **March 20<sup>th</sup>** at 7 pm.
- Monday we had 906 paid visitors to the Fruita Community Center—nice day!
- We have been planning a Hill Climb Race with CMU in conjunction with the Maverick Classic and Team Time Trials this April. The climb was permitted by the National Monument to go from Fruita to Glade Park, but unfortunately we got word the permit was pulled and the climb will not be able to occur. The team time trials will still happen in Fruita at the FCC. This will be the same week as Fat Tire Festival—can't wait!
- We are planning a celebration of the completed Fruita Bike Park on April 18 that will also be a community invited clean-up and repair day for the park. We will also have reps from Ute Water and CMU Master Gardeners to educate the public on the xeric garden.
- City sales tax revenues were 6.47% higher in 2014 than 2013.
- We will have a booth at the 2<sup>nd</sup> annual Walking and Biking Trails Summit March 13 from 8:30 – 4:00 at Two Rivers Convention Center (info attached).
- January Police calls for service were down 2 percent.
- We are having success obtaining letters of support for our GOCO grant application, including one from Mesa County this week.
- The Ottley bid opening was a success with 5 bidders and the low bid being well under budget.
- The owners of Suds Brothers today were issued a 120-day temporary permit for a Tavern Liquor License pending transfer of ownership from the End Zone. Their transfer of ownership application has been filed with the City Clerk's office and the public hearing is scheduled for April 7, 2015. They will be operating out of the End Zone property and they are leasing under the business name FATJAR CANNERY & BREWHAUS, LLC.
- City Shops construction continues to progress with the walls up and all concrete work complete—roofing begins next week.
- Ken Haley and Councilor Fuller plan to attend the next Grand Valley Drainage District board meeting on February 24<sup>th</sup>. This meeting is planned as an alternative to a summit.
- Kidabaloo is coming to the Community Center Saturday **Feb. 28<sup>th</sup>** from 12 – 4 pm. Kidabaloo is advertised as “a fun-filled day all about play! It's highly interactive and an explosion of fun, laughter, and excitement.” Special guest is Karan Brar - “Ravi” from the Disney Channel show “Jessie” who will appear to the public from 2 pm – 4 pm.

## UPCOMING EVENTS:

- The Fruita Area Chamber of Commerce Annual Banquet will be Saturday, **February 21, 2015** from 5:30 – 10:00 pm at the DoubleTree Hotel. The event will include dinner, cocktails and a silent auction, as well as dressing up as your favorite movie character. The 10<sup>th</sup> annual Energy Forum & Expo CO will be **Feb. 27<sup>th</sup>** at Two Rivers Convention Center from 9:00 am – 3:30 pm ([www.energyexpoco.com](http://www.energyexpoco.com))

- The **February** 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](http://www.fruita.org/documents/rec/EVENT_CALENDAR.pdf)
- The Grand Valley Transit West Transfer and Park-n-Ride Facility Grand Opening will be **March 12** from 3 – 4 pm (Info attached)
- Grand Valley's 2<sup>nd</sup> Walking and Biking Trails Summit Friday **March 13<sup>th</sup>** from 8:30 am – 4:00 pm at Two Rivers Convention Center.

CC: Department Directors



## The Grand Valley's 2<sup>nd</sup> Walking and Biking Trails Summit

Friday, March 13, 2015

8:30am - 4:00pm

Two Rivers Convention Center

**Keynote: Ralph Becker, Salt Lake City Mayor & National League of Cities President**

**Pre-registration (includes lunch) - \$10.00 general public / \$5.00 students**

*Registration at the door (includes lunch) - \$15.00/ \$10.00 students*

**Register online at [healthymesacounty.org/active-communities/2015-trails](http://healthymesacounty.org/active-communities/2015-trails)**

Join us to visualize and work toward a more livable community through active transportation.

- Hear compelling presentations about the health and economic benefits of walking and biking and how other communities have addressed the challenge of improving walking and biking infrastructure.
- Talk with other trails enthusiasts about local priorities.
- Walk away with a toolkit that will help you champion the changes you would like to see in your community.

**Share with your friends, family, coworkers, & anyone else who may be interested!**

# **Walking and Biking Trails Summit 2015 Program**

## **Early Morning 7:30-8:30 am**

Vendor setup 7:30 am

Registration/Networking/Breakfast 8:00-8:30am

## **Introduction & Keynote 8:30-9:45 am**

Welcome by Bill Haggerty, Master of Ceremonies

Introduction by Phyllis Norris, Mayor of Grand Junction

Keynote by Ralph Becker, President of the National League of Cities & Mayor of Salt Lake City

## **Making the Business Case for Walkable & Bikeable Communities 10:00-11:00 am**

Local businesses large and small benefit from improved opportunities and events for bicyclists and pedestrians, as they are enjoyed by locals, and draw visitors into our community. Changing demographics and market trends point to a need for additional Grand Valley housing choices that are more walkable and bikeable. Recruitment efforts by Colorado Mesa University (CMU) and the Grand Junction Economic Partnership (GJEP) hone in on those same quality of life attributes.

Moderator: Kevin Bray, Bray Real Estate

- Downtown Housing Study— Jodi Coleman & Harry Weiss, Downtown Development Authority (DDA)
- CMU/GJEP Recruitment—Tim Foster, President of CMU & GJEP board member
- Benefits of Catering to the Bicycling Community— Jen Zeuner, Hot Tomato Cafe
- Visitor Experience— Darshann Ruckman, Clarion Inn
- Economic Impacts of Bicycling Events—Brad Taylor, Visitors Convention Bureau board member

## **Exercise as Medicine 11:15 am – 12:15 pm**

Sitting is the new smoking, now widely recognized as hindering good health. Nevertheless, we spend the majority of our days in sedentary pursuits. Health professionals will discuss the impact of physical activity on disease and overall health outcomes, and how medical providers can encourage their patients to become physically active. Locally, the Healthy Mesa County initiative has brought a diverse group of professionals and volunteers together to address how policies and practices for the "built environment" can be modified or adopted to support a more active lifestyle.

Moderator - Dr. Kristin Heumann, Professor of Kinesiology, CMU

- Dr. Michael Reeder, Primary Care Sports Medicine, Rocky Mountain Orthopedic Associates
- Dr. Keith Dickerson, Faculty Member, St. Mary's Family Medicine Residency Program
- Dr. Randall Reitz, Director of Behavioral Health Sciences, St. Mary's Family Medicine Residency Program
- Dr. Jeff Kuhr, Director, Mesa County Health Department

### **Lunch Address 12:15 – 1:15 pm**

Comments by local officials

Not Your Parent's Transportation System or Economy – Clark Anderson, New Mobility West

### **There's More Than One Way to Get to School 1:30 – 2:30 pm**

The Safe Routes to School (SRTS) program teaches bicycle and pedestrian safety and skills to District 51 elementary students to encourage students and parents to travel to and from school under their own power. Currently, over 21,000 students attend District 51 schools and about 75% are driven to and from school daily; 8,000 more students attend Colorado Mesa University and further contribute to traffic congestion. State and local professionals describe what they are doing to integrate the Safe Routes to School program into the fabric of our community, increasing the safety and occurrence of active travel to their schools, benefiting the community,

Moderator: Biz Collins, Transportation Planner, Mesa County Regional Transportation Planning Office (RTPO)

- The 10,000 Foot View of Safe Routes to School—Jenna Berman, Bicycle Colorado
- Success of Local Safe Routes to School Education Programs and Events—Toni Gunther, PE Teacher at Tope Elementary & Dr. Terri Wenzlaff, educator for 30 years and local SRTS instructor
- Pilot Programs to Increase Students Who Walk & Bike to School—Susana Wittrock Regional Institute for Health & Environmental Leadership (RIHEL) Team Member and SD51 Administration

### **Taking it to the Streets 2:45 – 3:45 pm**

Streets and public rights-of-way are the lifelines of community. Interaction and movement of people and goods within a city are essential to its commerce and vitality, and streets provide the

physical space for this activity. Complete streets mean freedom to choose how to travel for all users. Business leaders, professional staff, and volunteers are stepping up to redefine their streets to make a brighter future for all of us in the Grand Valley.

Moderator: Jody Kliska, retired Transportation Engineer, City of Grand Junction

- Horizon Drive/North Avenue Projects—Jay Moss, Treasurer, Horizon Drive District and North Avenue Owners Association
- Modal Shift—Amber Blake, Multimodal Administrator, Durango Transportation Demand Management Program
- Bicycle Friendly Community Designation—Julie Sabin, Urban Trails Committee
- Bicycle Commuting in Action—Tim Fry & Scott Winans, Mountain Racing Products (MRP)

**Wrap Up 3:45 – 4:00 pm**

Bill Haggerty, Master of Ceremonies

---

**FOR MORE INFORMATION OR TO REGISTER FOR THE EVENT, VISIT**

**<http://healthymesacounty.org/active-communities/2015-trails>**

Share with your friends, family, coworkers, & anyone else who may be interested!

Like us on Facebook at <https://www.facebook.com/TrailsSummit>



## Project Info

Total SF – 2,846

6 Bus Transfer Stations

49 Park-n-Ride Spaces

Total Cost  
\$3.4 million

2009-2010  
FTA Funds  
\$760,000

Land Purchase

2012  
FTA Funds  
\$1.2 million  
Construction

2012  
CDOT FASTER  
Funds  
\$800,000  
Construction

GVRTC Local Funds  
\$600,000

# JOIN US!

## for the Grand Opening of the NEW Grand Valley Transit West Transfer and Park-n-Ride Facility

Date: March 12, 2015

Location: 612 24 1/2 Road  
Grand Junction, CO

Time: 3:00 p.m. to 4:00 p.m.

Note: Parking is available off F 1/8 Road  
in the new Park-n-Ride Facility



This project was made possible through the support and effort of the following Entities:

Grand Valley Regional Transportation Committee (GVRTC)

Federal Transit Administration (FTA)

Colorado Department of Transportation (CDOT)