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Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 24, 2015
Re: WEEKLY INFO UPDATE

There will not be a City Council Workshop on Tuesday, July 28

The items for the upcoming workshop were mainly updates that are covered in this update as well as in last week's update. Enjoy a free Tuesday night.

Fruita Receives a 2015 Colorado Lottery Starburst Award

We are fortunate to receive the news that we were selected among 21 recipients in 19 counties to receive the Starburst Award. Per the Colorado Lottery, the award "recognizes project and program excellence in the use of Lottery proceeds through Great Outdoors Colorado (GOCO), Conservation Trust Fund (CTF), Parks & Wildlife or Building Excellent Schools Today (BEST)." We received the award for the use of GOCO and CTF funds for the City Bike Park, playground, shelter and xeric garden.

Gateway Enhancement Project

We met with the University Technical Assistance (UTA) program this week. We have worked with them before for projects like the combined campus feasibility study for the Math & Science Center and Dinosaur Journey. They are affiliated with DOLA and utilize engineering, architecture, planning and design students from University of Colorado Denver to provide assistance to local projects. We have engaged them as part of our DOLA grant for the Gateway to Fruita Enhancement Project. In our effort to truly engage our community in helping shape the design, we have created a unique way of gathering ideas. UTA is helping us design our idea of a "napkin idea" campaign that will include simple envelopes of 5 - 6 half page sheets with simple instructions and visuals enabling people to draw or write their ideas on the theme, feel and design of the I-70 on/off ramp and north and south entrances to the city including the roundabouts and the pedestrian crossing over the interstate. Beginning September 21, we will have these kits available at a handful of local partnering establishments, Civic Center, Community Center and online. People will have until the end of October to submit their ideas while at home, out to eat, or really any time they would like. UTA will then analyze, summarize and develop conceptual designs of the top ideas. We can then show these back to the public and ultimately select our theme and concept. Part of the exercise is a ranking of the phases so we can devote our DOLA grant to pay for professional construction design of the first phase enabling us to go after grants to fund the construction.

TID BITS:

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

- CDOT contacted staff this week to see if we could use unspent Transportation Alternative Program (TAP) funds toward design of the Kokopelli Riverfront Trail, which we definitely can (this could also be used toward match for a GOCO grant). This will go before the GVRTC Board at their meeting Monday.
- Fruita Community Center served 20,739 paid visitors during the month of June (an average of 691 per day) and 94,138 so far for the year thru June.
- We had a productive Tourism Advisory Board meeting this week focusing primarily on the performance of www.gofruita.com and other online marketing efforts. Performance in June is increasing compared to prior months and we are adjusting some of our ad campaigns and keywords based on the results.
- As part of the Colorado Cities & Towns Week September 14-20, we are planning an Open House at the new City Shops building as a public event possibly on September 15.
- CDOT confirmed with us that they have requested for federal authorization of funds and that we are on schedule to go out for bid on construction of the Little Salt Wash Trail connecting from its current location under the Railroad and Interstate to the west side of the State Park. We anticipate construction to begin in October thru December. The State Park is planning to construct a connection to this park to Hwy 340 during the same timeframe.
- The Welcome Center here in Fruita had 205,528 visits Jan. – June and 25,163 visits during the month of June.
- The National Monument has welcomed 270,440 visitors year to date and in 2014: 416,862.
- The West Ottley phase two construction project is progressing—the connection of irrigation to the end of Wallace was installed this week. The purpose of this phase is to utilize remaining grant funds from phase one to extend the line now and avoid having to dig up the new road if there were future development west.
- Demolition on the intersection of Peach and Aspen continued this week. The contractor was installing inlet boxes and should move on to Mulberry and Aspen next week.
- Our downtown businesses have been very patient and supportive. We have worked to address some confusion for the public with traffic control.
- Staff is working on articles for the next edition of the *City Link* coming out at the end of the month.
- Making headway on the *Why Fruita* videos—6 and counting.
- New City website set to go live on Aug. 26.
- The City of GJ and Mesa County North Star Branding project continues. There will be a facilitated meeting by Audrey Taylor of Chabin Concepts on August 20 for all elected officials to attend. We are narrowing down the work plan and priority goals to address as a valley. North Star is also working with local marketing firms to hone in the valley-wide brand. I do not see this effort changing the brand or course we as a city are already on with our strategic goals and individual brand.

FRUITA IN THE NEWS:

- Counselor Mulder mentioned Tuesday night that Public Radio Show “Wait, Wait Don’t Tell Me” had a few questions regarding Mike the Headless Chicken—here is the link: <http://www.npr.org/2015/07/18/423616880/not-my-job-three-headless-chicken-questions-for-alice-cooper>
- Fruita entertainment this weekend and upcoming week: <http://www.gjsentinel.com/entertainment/articles/entertainment-calendar-july-2430>

- Fruita receives CO Lottery Starburst Award for Bike Park:
http://www.westernslopenow.com/story/d/story/thousands-of-dollars-in-lottery-funds-help-local-p/41226/2TaRBytvikij1J1A3a_gcQ
- Fruita to face possible tighter 2016 budget (our message was really that sales and use tax is down for the first 5 months but we foresee it evening out so 2016 budget won't likely grow):
<http://www.westernslopenow.com/story/d/story/fruita-to-face-possible-tighter-2016-budget/23329/1wfg8OcvMUilelQVOxWDnw>
- City Shops Phase one and two: <http://www.westernslopenow.com/story/d/story/fruita-public-works-department-continues-to-expand/32753/TknTEOI7Zk2G2qjWoyAm5w>

UPCOMING EVENTS:

- **Today, Friday, July 24** is the Dive-in at the Community Center's outdoor pool with a showing of the Lego Movie at 8 pm (tickets are \$10 per family; \$5 per adult and \$3 per child).
- **Today, Friday, July 24** from 5-9 pm is Food Truck Friday in Civic Center Park.
- **CANCELLED:** City Council Workshop Tuesday, July 28.
- **Wednesday, July 29th**, Robert Earl Keen will perform at 7:30 pm (gates open at 6 pm) at the state park for the Riverfront Concert series.
- **Thursday, July 30th**, Flat Top Reed, will perform at 7:30 pm in Civic Center Park for the Thursday Night Concert Series.
- **August 15** is the Math & Science Center annual fundraiser at 7 pm at the CMU University Ballroom.
- Dinosaur Journey's annual fundraiser, the Feast of Skulls will be **August 22** from 6:30 – 10 pm following Dinosaur Day.
- The **July** 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