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# Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: September 4, 2015  
Re: WEEKLY INFO UPDATE

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## **Labor Day Holiday**

City offices will be closed Monday, September 7<sup>th</sup> for the Labor Day Holiday. The Community Center will be open (last day of the year the outdoor pool is open).

## **Vote Fruita!!!**

Elevation Outdoors Magazine is hosting an online contest to see which city is voted the top Adventure Town in Colorado. It allows you to vote once per day so please make a habit of sharing and visiting the link:

<http://www.elevationoutdoors.com/colorado-adventure-towns/>. We are in the Large Towns category (?—I guess our quality and abundance of adventure outweighs our population ☺). Round 1 ended Thursday with our win over Canon City. We are now in Round 2 against Steamboat Springs until the 17<sup>th</sup> and leading 62% to 38% as of 4:20 pm Friday. Round 3 will be the 17<sup>th</sup> – 24<sup>th</sup> and round 4 will be through the 30<sup>th</sup>. We need daily votes to stay ahead of Steamboat!

## **Colorado the Beautiful Trails Project: 16 trails in 2016**

We participated in the Colorado the Beautiful information meeting Thursday to learn more about added opportunities to seek funds for trails and improve chances for GOCO awards. As part of the Governor's initiative to grow, enhance, connect and market statewide outdoor recreation resources, the state is seeking 16 priority trails across all of Colorado to fill gaps in our statewide trail system. The valley is rich with opportunity for many connections on hard and singletrack trails, but during the meeting in Grand Junction Thursday much attention was focused on completing the Riverfront Trail. There are gaps in the Grand Junction to Palisade side and there is the continuation of the trail to the Kokopelli Trailhead. We will definitely submit this section that we have worked so hard on for this initiative as well as for the GOCO grant in 2016. We made it clear how far we are in the process—having over \$400,000 dedicated to this from CDOT, the Riverfront Foundation, private donors and the City, with all easements and ROWs and design currently being worked on.

## **Great Article introducing Lithic Bookstore in Fruita and interview with Councilman Harvey highlighting Fruita as well:**

<http://realpants.com/introducing-lithic-bookstore/>

## **North Star Economic Development Branding Study**

At this point in time it looks as if the study will focus the branding portion of the project on a name related to Grand Junction such as the Grand Junction Region based on North Star's research and feeling it would need to be based on the Metropolitan Statistical Area (MSA) name and easily found on a map. The ED Partners met this week and we stressed the need for the sub brand to be based on the area with something such as Colorado's Grand Valley. Ironically, if you Google "Colorado's Grand Valley" it seems to have the largest presence based on number of pages associated with our area—upwards of 38 or so pages in the Google search so the reach is exceedingly far with this wording. However, it seems that in the interest of simplicity and need for Grand Junction to have a brand (since Fruita and Palisade already have such widely recognized brands) that it will likely stick with using Grand Junction Region only.

### **TID BITS:**

- Seven bank services proposals have been received and are being evaluated. This process takes longer than a construction bid as each bank has a variety of different services and rates to evaluate.
- Police and Recreation staff put on a great Bike Rodeo this year with nearly 100 participants in the event with an obstacle course, ride safety instruction by Safe Routes to Schools, free helmets from Coloramo Federal Credit Union and bike registration with the Police Department.
- We received a very nice thank you note from the staff at Museum of Western Colorado for Fruita's assistance with Dinosaur Days and Feast of Skulls.
- Cobb & Associates is in the process of designing the direct email advertisement to the bike industry inviting press camps, staff retreats, product launches, relocations of businesses and tourism to be released next week prior to Interbike which is in a couple weeks.
- The West Ottley project is complete with the exception of signs and a few minor completion items. The substantial completion letter has been mailed out.
- Today was the Mulberry Sewer bid opening and the low bid (of 3 bids) was Sorter Construction which came in under budget.
- Construction of the Little Salt Wash Trail call for bids will be advertised Sunday.
- The Downtown project is progressing quickly at this point:
  - On Peach, the masonry walls are complete; concrete and crosswalks are complete; irrigation is started and asphalt paving will occur by the end of next week.
  - On Mulberry, the masonry walls are near completion with minor work left near Camilla's and Over the Edge remaining (which includes the existing planter and a new pedestal style base for future artwork); concrete flatwork has begun and will carry through next week; crosswalks may be poured next week and/or into the 14<sup>th</sup>-15<sup>th</sup>.
  - Overall, electrical cable is being pulled; electricity is back up and running; all hardscapes will be complete in time for the festival to be set up, etc. Some modifications in the project pushed the drop dead date from the 18<sup>th</sup> to the 22<sup>nd</sup> (2 business days).
- Monday (Labor Day) is the last day the outdoor pool will be opened for the season.
- Dog Daze at the pool will be September 12<sup>th</sup> from 10 am – noon.
- The Community Center will be closed September 21 – 27 for the annual maintenance week. This is the week of Fall Fest and typically a slower week.

- During maintenance week, the center receives extra deep cleaning and maintenance such as new LED lights above the pool and additional fans will be installed.
- Wednesday night was the last Riverfront Concert of the year with Los Lonely Boys. All three concerts this year sold out of about 2,000 tickets each.
- The last Food Truck Friday of the year occurred last Friday. These have attracted large crowds this summer and we hope to see them again next year.
- Parks and Recreation Director, Ture Nycum attended the International Mountain Bike Association (IMBA) Colorado and Wyoming Region summit in Glenwood Springs Saturday making important statewide connections and learning about new trail building opportunities being pushed by the state.
- Planning staff have participated in the County's meetings regarding their Wireless Plan to identify the ideal locations for future cell towers. As the plan is developed, it will likely lead to a master plan amendment and land use code amendment to include these tower locations.
- Staff is researching the details related to City Council considering a ballot initiative this April to override the restrictions of Senate Bill 05-152. This is the same override passed this year in Grand Junction and that Palisade will have on their ballot next year. It is not the intent to have Fruita be a provider of broadband services, but to set us up to better work with private carriers and find solutions to the broadband needs in our area.
- Our Police officers have been participating in lots of training lately with other agencies in the region, including active shooter and kidnapping trainings.
- Staff continues to work tirelessly on preparing the 2016 budget and Margaret is still smiling.

#### **FRUITA IN THE NEWS:**

- Fruita unveils website: <http://www.gjsentinel.com/news/articles/fruita-unveils-its-11000-website-gears-up-for-logo>
- Fruita's one-lane around circle park: <http://www.westernsloopenow.com/news/local-news/fruitas-single-lane-roundabout-designed-to-improve-road-safety>
- Fruita logo TV spot: <http://www.westernsloopenow.com/news/fruita-to-ask-for-cmu-help-on-logo>
- Fruita website TV spot: <http://www.westernsloopenow.com/news/fruita-launches-new-website>
- Another Fruita website TV spot: <http://www.nbc11news.com/home/headlines/323791731.html>  
OR <http://www.kjct8.com/home/headlines/Changes-to-official-City-of-Fruita-website-323790101.html>
- Fruita Rotary Club provides valuable services to Fruita, including beer pouring: <http://www.gjfreepress.com/news/17916895-113/fruita-rotary-club-provides-valuable-services-to-fruita>
- Meet Your Neighbor: Frank Ladd: <http://www.gjfreepress.com/news/17916896-113/meet-your-neighbor-frank-ladd>
- GVDD to impose small fee TV spot: <http://www.westernsloopenow.com/news/grand-valley-drainage-district-to-impose-small-fee>
- GOCO and DNR Trail Grant Opportunities TV Spot: <http://www.westernsloopenow.com/news/goco-talks-trail-improvement-in-the-valley>

- Fruita Singletrack article in The Durango Herald:  
<http://www.durangoherald.com/article/20150903/SPORTS05/150909865/Welcome-to-Fruita-singeltrack>
- Music events: <http://www.gjfreepress.com/news/17916957-113/music-events-sept-4-10-beth-bombara-aj-fullerton>

#### UPCOMING EVENTS:

- **September 12** from 10 am – noon is the annual Dog Daze in the Outdoor Pool.
- Tuesday, **September 15**, from 3-6 pm is the Open House for the new City Shops Facility (900 Kiefer Avenue). Tours of the new building, hot dogs, discovery of city services and games included. A Federal Mineral Lease District ribbon cutting will also be part of this event.
- Friday, **September 18**, from 7-10 pm at the Community Center is the 5<sup>th</sup> – 7<sup>th</sup> grade Night at the FCC.
- Don't Forget the Fruita Farmer's Market **each Saturday** from 8:30 am – 12:30 pm in Civic Center Park.
- Fruita Fall Festival is right around the corner **September 25-27**. More info on the Chamber's calendar at <http://info.fruitachamber.org/events/calendar>.
- **October 26**, 3-5 pm in the Hospitality Suite in Stocker Stadium at Lincoln Park's Suplizio Field, will be a Transportation Roundtable discussion hosted by the Grand Valley Regional Transportation Committee (GVRTC) and the Grand Junction Chamber of Commerce. RSVP is required to [Kathy.young@mesacounty.us](mailto:Kathy.young@mesacounty.us) by Oct. 19.
- The **September** 2015 City of Fruita Meeting Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2015** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors