



# FRUITA

## COLORADO

## Weekly Info Update

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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: FEBRUARY 17, 2017  
Re: WEEKLY INFO UPDATE

**City Offices Closed Monday, February 20 in Observance of Presidents' Day.**

### Tuesday's City Council Meeting

The agenda is fairly light including an update on the new Trail Host Program among various consent agenda items.

### TID BITS:

- 10<sup>th</sup> Annual Sweet Heart 5k/10k & Health Expo tomorrow!
- Lodging tax revenues were up 3.89% in 2016 compared to 2015, totaling \$110,845.
- City sales tax revenue was up 3.09% in 2016 compared to 2015.
- Use tax on building materials was up 93.87% in 2016 compared to 2015.
- Use tax on motor vehicles was down 3.59% in 2016 compared to 2015.
- County sales tax revenue was down 2.79% in 2016 compared to 2015.
- Staff has cleared quite a bit and surveyed the section of the Kokopelli section of the Riverfront Trail referred to as lot 3 we are going through the BLM process with.
- Began dirt work/grading at Snooks Bottom.
- The Laura-Pabor project has all sewer in west of Cedar—now working sewer from Cedar to the east towards Pine, which will be followed by irrigation. Limited traffic control is during working hours.
- HR completed our annual worker's comp audit.
- We are accepting applications for waste water operators.
- We are also conducting an internal recruitment process for Lieutenant and external process for Police Officers. The posting closed Thursday and we had 4 great applicants.
- Lt. Krouse is speaking at the Police Academy for the Ethics Panel.
- Staff met with Conservation Corps and they will be working more clean-up at Snooks Bottom March 1-9.
- We have been reaching out to Principals, FHW, etc. to kick-off the

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

Communities that Care program with the Health Department.

- Crews have also been clearing/cleaning near the wastewater reclamation facility in preparation for trail construction.
- The Mayor and I were able to attend the surprise Milken Educator award to Rim Rock Elementary Teacher Felicia Casto (\$25,000) attended by the School Board, administrations, students and teachers at Rim Rock, the media and the state's Commissioner of Education.
- I attended the Conservation Colorado event Wednesday evening "Inside Scoop; Protecting our Environment for a Vibrant Community" that was well attended with the topics of public lands, economic development, outdoor recreation and tourism were focused on (Fruita receiving many kudos ☺).
- I met with Family Health West and we decided to have details for a possible billboard lease agreement ready for the workshop.
- We hosted the AGNC Board meeting Wednesday at the Community Center that was well attended.
- Staff are working on which projects and grant cycles to seek this year.
- We will be hosting and speaking at the Mesa County Bicycling Alliance meeting on Feb. 27 at 6 pm at the Community Center.
- The Mayor, Lt. Krouse and I met with the county and municipalities continue discussions on addressing the rising costs at the Communication Center.
- Enjoy the weekend!

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

- Skip to summer: Camp registration open for spring break, coming soon for summertime: <http://www.gjsentinel.com/lifestyle/articles/skip-to-summer-camp-registration-open-for-spring-b>
- Biz Buzz: Feb. 16, 2017 (Roan Creek Ranch Grocery): <http://www.gjsentinel.com/news/articles/biz-buzz-feb-16-2017>
- Run for a Healthy Heart in Fruita this Weekend: <http://kekbfm.com/run-for-a-healthy-heart-in-fruita-this-weekend/>
- Fruita teacher wins prestigious Milken Educator Award TV spot: <http://www.nbc11news.com/content/news/413656683.html> AND <http://www.westernslopenow.com/news/local-news/local-teacher-receives-national-award/655675521>
- D51 Foundation Gets \$20k TV spot: <http://www.nbc11news.com/video?vid=414029433> AND <http://www.nbc11news.com/content/news/Giving-Club-donate-20K-to-District-51-foundation--414027253.html> AND <http://www.westernslopenow.com/news/local-news/d51-foundation-receives-21100-from-the-giving-club/659027335>

**UPCOMING EVENTS** *(When an RSVP is required I will include the information. I also ask that you 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.):*

- **Tomorrow, Saturday Feb. 18** is the annual Sweet Heart 5k/10k run and Health Expo at the Community Center from 9 am – 1 pm.

- **Wednesday, Feb. 22** we are hosting an informational meeting about a new volunteer Trail Host program at 6:30 pm at the Fruita Police Department. RSVPs appreciated at 858-3008 between 8 am and 5 pm.
- **Feb. 27** is the Mesa County Bicycling Alliance at 6 pm at the Community Center. Ture, Dahna and I will be speaking.
- The Business Incubator class schedule is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2016** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>
- Here is a glimpse of upcoming City events:

### Calendar of Events in Fruita

February 18	Sweet Heart 5k/10k Run & Health Expo	9 am-1pm	Fruita Community Center
March 11	An Evening of Art Gala Tickets: \$25.00 - Available at the Fruita Community Center and Fruita City Market (Proceeds go to support artworks in the roundabouts on Highway 340 at I-70)	7-10 pm	Fruita Community Center
March 17	Night at the FCC \$10 fee (Grades 5-7)	7-10 pm	Fruita Community Center
April 7	Youth Scholarship Golf Tournament Registration \$75 per player - Register at the Fruita Community Center. (All proceeds to support the Fruita Parks and Recreation Youth Scholarship Program)	9 am	Adobe Creek Golf Course
April 12	Easter Egg Scramble (get there early!)	4-4:05 pm	Fruita Community Center
April 19	Arbor Day Celebration	TBD	TBD
April 27-29	Fat Tire Festival		Downtown Fruita
May 5-6	18 Hours of Fruita Mountain Bike Race		CO State Park – Highline
May 6	Girls on the Run 5K Race	Morning	Fruita Community Center
May 20	Beer, Gear & Grub		Southside Marketplace
June 2-3	Mike the Headless Chicken Festival (Theme: Colorado to the Core)		Downtown Fruita
June 8	Thursday Night Concert Series (first night of the series)		Fruita Civic Center Park
June 21	Community Solstice/Harvest Diner		Downtown Fruita
June 24	Fruita Farmers Market (first market of the season)		Fruita Civic Center Park

CC: Department Directors



## Pumping up the Dream Starting a Business in Western Colorado

This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

**\$50**  
Class Fee

### Upcoming Class Dates

Tues 1/31/17, 1-4 PM  
Tues 2/7/17, 1-4 PM (Fruita Location)  
Thurs 2/23/17, 6-9 PM  
Thurs 3/8/17 9-12PM

### Fast Trac Business Basics

MUST PRE-REGISTER CALL 970-243-5242  
Classes are offered from 12-1 PM  
Must take Starting a Business Class First

<b>Market Research</b>	3/2/17 (Fruita Location)
Learn to use market research tools to generate more business	3/30/17
<b>Business Planning</b>	2/9/17 3/9/17
Write a plan to help ensure the success of your business	
<b>Internet Strategies</b>	2/16/17 3/16/17
Learn how to be accessible through the internet	
<b>Licensing</b>	2/2/17
License your business online	
<b>Cash Flows</b>	2/23/17 3/23/17
Learn how to do a cash flow budget using Excel	



## THE LEADING EDGE

The Leading Edge Program helps move your business to the next level!

This comprehensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.  
Feb 14- May 2 : Every Tues 6-9  
Cost: \$275

Call 243-5242 to Register or visit us at [gjincubator.org](http://gjincubator.org)

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location  
325 East Aspen Street  
Fruita, Colorado



GRAND JUNCTION Small Business Development Center

The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

Mar. 7  
9-12 PM

Is a Franchise the best business choice for you?

Learn how to evaluate a franchise opportunity in a way that will answer all your questions, and address all your concerns.

We will discuss a 7 step process for analyzing a franchise opportunity. Learn how to compare several franchise opportunities to determine which presents the best opportunity.

Cost: \$45

## Open Coffee Club

3rd Fri  
of every month  
10-12 PM



February  
Aspen Street  
136 E Aspen Ave, Fruita, CO 81521

Feb. 3  
1-3 PM

What you dont know can hurt you: Employment Law Update

Whether your organization has one employee or 100, your employment policies and practices are impacted by laws and regulations that originate at the Federal, State, and local levels. An employer's misstep with one of these laws could cost thousands of dollars and have a devastating impact on your company. Come learn how to minimize that risk.

Cost: Free