



FRUITA COLORADO

Weekly Info Update



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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 30, 2017
Re: WEEKLY INFORMATION UPDATE

City offices will be closed for Independence Day on Tuesday, July 4th.

The regularly scheduled City Council meeting for July 4, 2017, has been cancelled via action taken by City Council at the May 16, 2017 meeting.

Police Department Recognition

We are proud of the recent official swearing in of our new Police Chief, Lieutenant, Corporal, officers and Animal Control Officer. Congrats to Chief Dave Krouse, Lt. Nick Peck, Corporal Garrett Henderson, Officers Dillon Chilcote and Logan Hunt and Animal Control Officer Stacey Nehm!



Communities that Care Update

Thanks to those of you participating in CTC and attending the meetings last week. During the Community Board orientation, a vision statement was crafted that will guide the process: *Fruita: a caring community that recognizes the value and potential of (our) youth by creating positive opportunities that promote healthy lifestyles.* The

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

group continued brainstorming for recruitment and attention is now set on seeking volunteers to begin reaching out to those identified to join in the effort.

Fruita Tourism Marketing and Local Business Cross-Promotion

Recently Fruita's contracted tourism marketing firm hosted local businesses to a couple workshops training how we can as a community promote Fruita and cross-promote each other. A summary of this training and tips are provided at the end of this update.

TID BITS:

- The closing on the purchase of the Wills property next to Little Salt Wash Park (partially grant funded) is complete as of today.
- Fireworks are still on for Monday night—professional fireworks are still allowed during the current ban.
- In partnership with the Business Incubator Center, we submitted the Blueprint 2.0 grant to OEDIT this week requesting \$30,000 (no match) to convert the BIC space in the Civic Center to a co-working space in partnership with Proximity Space.
- Thanks to City Council for serving ice-cream to those attending the Thursday Night Concert.
- Congrats to Al Holyoak Public Works for receiving his Class A CDL this week!
- Congrats to Danald Nagle (Dano) who passed his Wastewater Collection 1 License test!
- We are designing a centerfold ad based on our core services and strategic priorities for the next Chamber Directory.
- Glade Park water users discovered a leak in the pipeline this week. They are monitoring it and making plans to repair the line. If the leak proceeds to cause any erosion or safety issues, the City is prepared to shut the system down if needed.
- I-70 Force Main construction started Monday morning 6/26. They have already constructed about 30% of the piping. Construction near the lift station will slow progress some, but completion in early August is anticipated.
- Contractor for Adobe View North is cleaning out debris in sewer lines this week.
- Ken and Sam met with CDOT and other local agencies (Mesa County and Grand Junction) to discuss alternatives for the intersection of 20 Road and Highway 6 & 50. The next steps are to talk to some of the property owners of some of the alternatives to get some initial feedback before a public meeting is scheduled (public meeting will be scheduled for some time after the Labor Day when school is back in session and people are not likely to be on vacation)
- Aspen Alley has been tentatively scheduled to begin utility (electric, phone, cable) construction for August 1. Easements will be scheduled to go to City Council for the July 18 meeting. We have sign-off from all easements except for a new easement that came up from XCEL; however, we anticipate working that one out shortly.
- The Mayor and I had a great meeting with a new business prospective and have scheduled a follow-up in the near future.
- We are heavy into budget meetings and rolling out the core behaviors with all staff.

- We have selected ETC Institute to conduct our community survey in partnership with Family Health West and the Mesa County Health Department.
- At the July 18 City Council meeting, we will bring a couple of supplemental budget amendments to appropriate funds for the survey and also to replace the CO-OP tower banners.
- Odette is working on and coordinating Fruita events for the Governor's Conference on Tourism in the Valley in October.
- The new Fruita sign at the Rodeo is now up featuring one mutton bustin' local and #GoFruita:



- Chief Krouse and Lt. Peck have begun a walking tour of visiting with business owners they plan to continue throughout the summer.
- HVAC units have been fixed at the Community Center!
- The kiddie slide in the kiddie pool will be installed next week.
- I have begun scheduling and meeting with developers to seek feedback on recent and current projects and areas of improvement in our process.
- Check out the D51 Foundation video: <https://www.youtube.com/watch?v=CIHC7db3i-l&feature=youtu.be>
- As I have begun holding meetings on the organization's core behaviors with employees, it has been another, of many reminders how awesome of a workforce we have!
- Have a wonderful Independence Day!

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

- It's impossible not to love the most eccentric town in Colorado (YES—FRUITA): <http://www.onlyinyourstate.com/colorado/fruita-colorado/>
- Celebrate Independence Day at CPW parks, but leave the fireworks at home: http://www.hpi.com/ag_news/celebrate-independence-day-at-cpw-parks-but-leave-the-fireworks/article_cdf9cb0e-5ccd-11e7-90a2-7b413888a865.html
- Announcing Thermo-1200TM water-resistant calcium silicate insulation from Johns Manville: <http://www.digitaljournal.com/pr/3396496>
- Johns Manville Industrial Insulation Group (IIG) will release the first, water-resistant calcium silicate in North America, called thermos-1200: <https://www.benzinga.com/pressreleases/17/06/p9665160/johns-manville-industrial-insulation-group-iig-will-release-the-first-w>

- Monster Snake in Fruita: <http://95rockfm.com/monster-snake-in-fruita/>
- Penalty increase for texting and driving: <http://www.westernsloopenow.com/news/local-news/penalty-increase-for-texting-and-driving/750576611>
- Mesa County DMV to cut back operating hours: <http://www.westernsloopenow.com/news/local-news/mesa-co-dmv-to-cut-back-operating-hours/749573365>

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, July 1** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Tuesday, July 3** City of Fruita 3rd of July Annual Fireworks brought to you by Western Rockies Federal Credit Union beginning at dusk.
- **July 6** is the Thursday Night Concert featuring Threads at 7:30 pm in Civic Center Park.
- **July 7** you are invited to meet the Colorado Tourism Office's newly appointed Program Director from 10 – 11:30 am at the Fruita Civic Center in the North Council Room for a presentation. Please RSVP to Deb if you plan to attend.
- **July 8** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **July 13** is the Thursday Night Concert featuring Flat Top Reed at 7:30 pm in Civic Center Park.
- **July 15** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **July 20** is the Thursday Night Concert featuring Stray Grass at 7:30 pm in Civic Center Park.
- **July 21** is the IGA Float Trip with our Riverfront Partners (see flier below).
- **July 22** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **July 24** is the Grand Valley Transit 1-10 Year Strategic Plan Work Session that Councilor Karisny and I will be attending.
- **July 27** is the Thursday Night Concert featuring Jack + Jill at 7:30 pm in Civic Center Park.
- **July 29** is the 4th Annual Cops 'n Cars Car Show benefitting Special Olympics Colorado from 9 am – 3 pm at Fruita Monument High School.
- **July 29** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **July 31** is the District 51 Foundation, in partnership with Fruita, Palisade, GJ and Mesa County welcome of the new School District Superintendent at the Avalon from 7-8:30 pm that Mayor Buck and I will speak at (flier below).
- **August 3** is the Thursday Night concert featuring Halden Wofford & the Hi Beams at 7:30 pm in Civic Center Park.
- **August 5** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 10** is the Thursday Night Concert featuring The Williams Brothers Band at 7:30 pm in Civic Center Park.
- **August 12** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- 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>

CC: Department Directors

QUICK TIPS TO PROMOTE YOUR ORGANIZATION

By spending some time on your business' online presence, you can reach more potential customers and showcase how great Fruita is.

Quick Tips to Get Started

FACEBOOK

FACT: 64% of Americans use Facebook

- **CONFIRM YOUR PAGE DETAILS** – hours, website, location, etc.
- **POST PHOTOS** – show off who you are
- **ENCOURAGE ACTION** – update the button at the top of your profile
- **CHECK INSIGHTS** – see who's following you, when to post, what works, etc.
- **START THE CONVERSATION** – keep posts short, friendly and engaging

INSTAGRAM

FACT: Visuals are processed 60,000 times faster in the brain than text

- **USE HASHTAGS** – this helps users find content
- **...AND LOCATION** – posts with hashtags and locations get more engagement
- **GET REAL** – show products, behind-the-scenes, employees, and real customers
- **SAVE TIME** – share Instagram posts automatically on other platforms

GOOGLE

FACT: 30% of Google searches have local intent or geographic aspect

- Register your business at www.business.google.com to make sure it shows up on Google Maps and in searches
- Add website, hours, contact information, etc.
- Post as many photos as you can

TRIP ADVISOR

FACT: 88% of people consult online reviews and believe them

- **POST PHOTOS** – travelers engage 150% more with pages that have 20 or more photos
- **ADD KEY WORDS** – listings regularly appear on search engine results page
- **GET DETAILED** – 92% of travelers choose a business that posts detailed descriptions over one that's missing information

YELP

FACT: 35% of users will visit a searched business within 24 hours

- **BE COMPLETE** – update your profile with completed details
- **RESPOND** – Yelp's algorithms reward businesses that take an active interest
- **POST PHOTOS** – people spend 2.5X more time on listings with pictures

Cross-Promotion

Cross-promotion among Fruita businesses and organizations, especially through online channels, is a great way to reach new audiences.

HOW TO DO IT

- Share other business' posts on social media
- Tag each other in posts
- Link to another business's website on yours when appropriate
- Find ways to partner by sharing content, holding online contests together, etc

WHY IT'S IMPORTANT

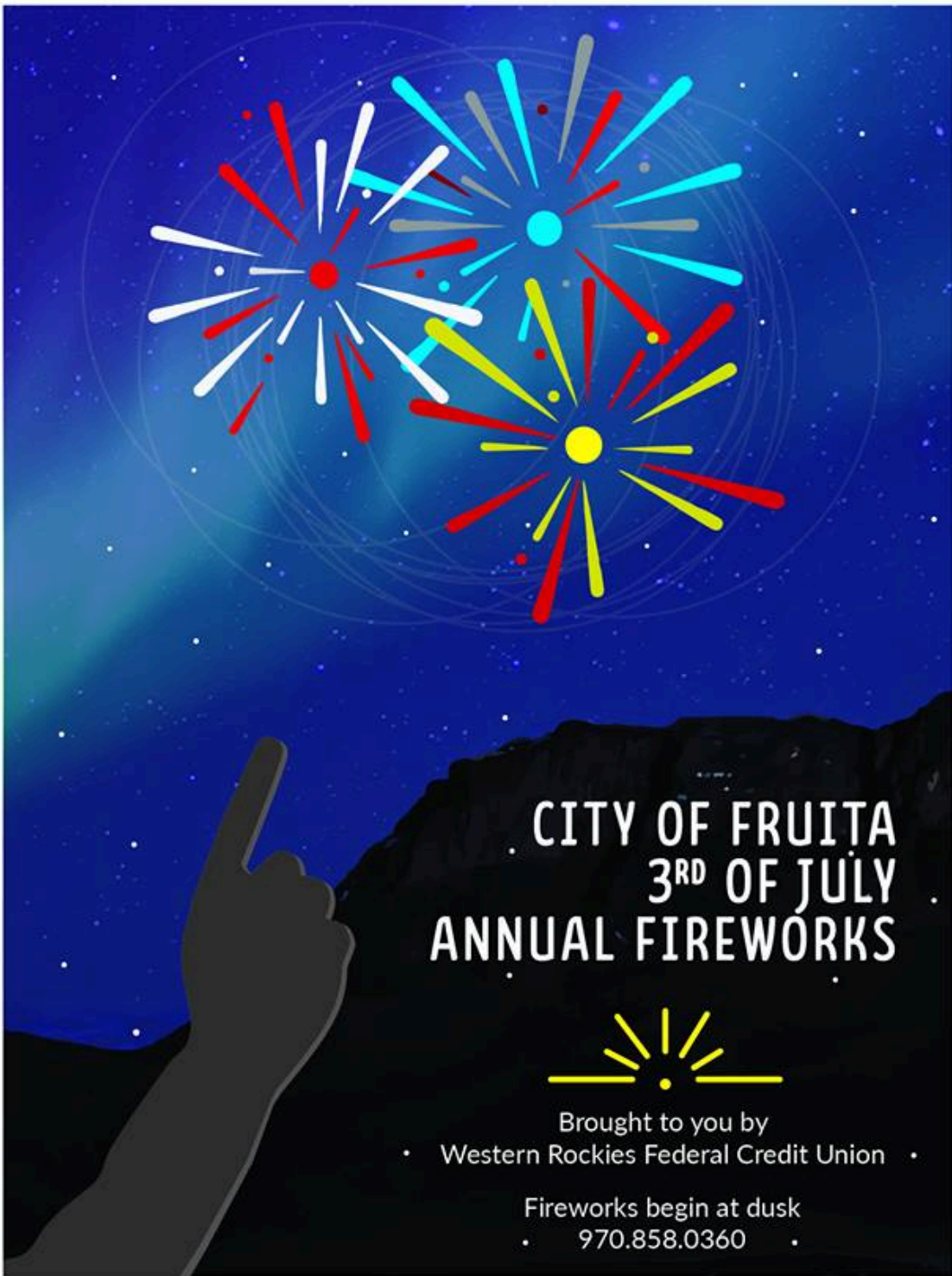
- Increases the number of potential customers you reach
- Adding a link to another business' website to your site (and vice-versa) increases your credibility, which can help raise your page in search engine results
- Understanding all of what Fruita has to offer can help convince potential visitors to make the trip

Other Tools



CHECK OUT THESE OTHER TOOLS THAT CAN HELP YOU INCREASE YOUR DIGITAL PRESENCE

- Visit Fruita's Flickr photo library at www.flickr.com/photos/gofruita - businesses are free to use these photos in their social media posts
- View a 15 minute social media and marketing tutorial at www.slatecommunications.com/fruitaworkshop (password is "gofruita")
- Sign up to receive periodic emails from Slate Communications with other tips and usable content
- Contact liz@slatecommunications.com to learn more and receive the emails





ONE RIVERFRONT INVITES YOU ON A

RIVERFRONT FLOAT

July 21, 2017 ■ 8:00 AM
Blue Heron Boat Launch,
Grand Junction, CO



RSVP by July 13 to:

Michele: 683-4333;
michele.rohrbach@mesacounty.us

indicate life jacket needs and size



WHAT TO BRING:

Hat
Sunscreen
Sunglasses
River clothes
Water bottle



Lee Gelatt Photography

SPONSORS:

WHAT TO EXPECT:

A fun, easy float along the Colorado River from Blue Heron Boat Launch to Fruita. Shuttles and lunch will be provided, with an estimated completion time around 1 pm.



Tamarisk Coalition
RESTORE • CONNECT • INNOVATE



YOU'RE INVITED!

Welcome Dr. Ken Haptonstall, PhD

You are cordially invited to the District 51 Foundation Superintendent Welcome Event! Join us for an evening of celebration as we welcome our new Superintendent Ken Haptonstall.

When: Monday, July 31 • 7 p.m. - 8:30 p.m.

Where: The Avalon

*Appetizers, water
and tea will be served.*

*This event is open to the
entire community.*

*A special thank you
to Mesa County and
the cities of Fruita,
Grand Junction,
and Palisade for co-
sponsoring the event.*



D51F

SCHOOL DISTRICT 51
FOUNDATION

*Please RSVP for your free tickets
at d51foundation.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.