



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 4, 2017
Re: WEEKLY INFORMATION UPDATE

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

Certified Small Business Community

We received word that we made it to the final round of the Certified Small Business Community grant application through the Office of Economic Development & International Trade's Blueprint 2.0 program. Jon Maraschin, Business Incubator, and I will present to the state next week before they make their final selection. We requested \$30,000 over a three-year period to transition the BIC space in the Civic Center to a co-working space managed by the BIC.

Annual HOA Meeting & Cities and Towns Week

Annually, our Code Compliance Officer, Mark Angelo, conducts training with HOA members throughout the City. During the year, we have added topics of interest for this annual meeting and decided to broaden this meeting to include a series of informational sessions that people can choose from during the state's Cities and Towns Week, September 11-17. The City Link arriving to residents by the end of August will highlight this and detailed info on each session will be posted on the website. Rather than one meeting, we will have different presentations each day covering topics such as marijuana, animal control issues, general crime prevention, code compliance, texting and young teens, vacation rentals by owners, irrigation water, Communities that Care, among others being developed. Presentations will be most nights between 6-8 pm.

Fruita Chamber of Commerce is looking for Fall Festival Grand Marshal Nominations

Do you know a local resident who has a reputation for outstanding community service? Each year the Alpine Bank Fruita Fall Festival parade sponsored by Grand Valley Bank honors a resident or residents who have gone above and beyond for Fruita. The Fall Festival committee is now accepting nominations for the Grand Marshal of the 2017 parade. If you know of a Fruita area resident who has contributed to our community, you are invited to nominate him or her for this great honor. Nominations will be accepted through September 1st at the Fruita Area Chamber of Commerce. Mail or drop off a detailed written description of what the nominee has accomplished in his/her life, using as many specific examples as

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

possible. The Chamber address is: 432 E Aspen Avenue, Fruita, Colorado, 81521. You may also email the nomination to events@fruitachamber.org.

TABOR Review Committee

Notice of the City seeking volunteers was published in the Daily Sentinel July 24 and will be published again on July 30. We have received two applications and need your help in encouraging volunteers to serve in this capacity. As per your direction Tuesday night, we are in the process of contacting those who served on past committees and those you suggested.

The following is the notice published in the Sentinel:

The City of Fruita is looking for volunteers who are interested in serving on a Citizen Review Committee to study the effects of the TABOR amendment on the City of Fruita and to make recommendations to the City Council regarding proposed courses of action. Members shall consist of residents of Fruita and are appointed by the City Council. Terms of appointments shall be until the scope of work outlined by the Council (Resolution 2017-22) is complete or April 2018, whichever comes first. Applications are due by August 9, 2017 and may be picked up at the Fruita Civic Center, downloaded from the City's website at www.fruita.org/bc or requested by email sent to dwoods@fruita.org. Completed applications should be submitted to the City of Fruita, 325 E. Aspen, Fruita, CO 81521 or emailed to dwoods@fruita.org or faxed to (970) 858-0210. Additional information can be obtained from the office of the Fruita City Clerk at 858-3663 or from the city's website at www.fruita.org/bc.

TID BITS:

- The grant application for the east sewer extension project was submitted to DOLA this week.
- In our partnership with Fruita Monument High School, the tennis courts received new windscreens: <http://fmhsathletics.com/2017/07/30/tennis-courts-receive-upgrade/>
- Staff continues to work on 2018 budget preparation and also bond documents to refinance the Community Center debt.
- We are requesting quotes from various health insurance providers for 2018.
- Planning Commission will be reviewing the Iron Wheel re-submittal on Tuesday.
- There have only been 18 new dwelling unit permits issued year to date, but many on the horizon.
- The new Aspen Village Subdivision paving is complete.
- The new phase at Brandon Estates should be paving next week.
- The utility relocation for the Aspen alley project begins next week.
- The eastern Kokopelli section of the Riverfront Trail request for construction bids is advertised on August 6 with a bid opening August 30.
- Our Engineering intern Rachel completes her internship with us and we appreciate her hard work on a large list of projects—she was able to stay busy as our Engineering Division is carrying a large load of projects this year.

- Police have shared education information on their Facebook page related to increased sightings of bears in the area—Parks and Wildlife typically respond to any calls for service relating to bears that may be causing trouble.
- The Sheriff’s Department shared with us that they have had a lot of calls for service at Enoch’s Lake and are working with Public Works.
- Staff is working on a draft updated agreement with the Glade Park Water Users Association that will increase their level of maintenance of the water line that serves them and reduce staff time and resources.
- Annual street striping will occur next week throughout the City.
- Public Works was able to hire a new Maintenance Worker to start in the next couple weeks.
- Hiring continues for a Police Officer, Seasonal Public Works employee, Aquatics Supervisor, Recreation Programs Supervisor and Wastewater Treatment Operator.
- Crews began work on the ramp and clearing for the temporary overflow parking at Little Salt Wash Park (southwest of the current lot).
- We now have the ability to remotely monitor our I-70 lift station.
- Building Maintenance is conducting an inspection of the maintenance of the Dinosaur Journey building the City owns.
- The Community Center remains very busy with 21,316 paid visits in July and 124,147 in 2017 thru July—this is 3,797 over 2016 for the same period.
- Unfortunately, another compressor went out at the Community Center to be repaired.
- Parks crews are busy with grub beetle control and tree trimming.
- Nice article on Dinosaur Journey: <http://www.wanderwithwonder.com/2017/07/28/colorado-dinosaur-country-explorations/>
- Mesa County requested space to host an open house to educate the public on the proposed Public Safety Tax. They have scheduled to hold this on Tuesday, September 26 from 4-5 pm at the Community Center.

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

- Fourth annual Cops and Cars show: <http://www.westernslopenow.com/news/local-news/fourth-annual-cops-and-cars-show/778363405>
- Fruita 16-year old Belshe wins national powerlifting crown: <http://www.gjsentinel.com/sports/articles/fruita-16yearold-belshe-wins-national-powerlifting>
- Rossi’s return: <http://www.gjsentinel.com/sports/articles/rossis-return>
- Sunday Scramble returns: <http://www.westernslopenow.com/news/local-news/sunday-scramble-returns/778912041>
- District 51 students want change: <http://www.westernslopenow.com/news/local-news/district-51-students-want-change/778916776>

- More than \$2,000 raised at Cops and Cars show: <http://www.nbc11news.com/content/news/437574353.html>
- Putting their food on your table: <http://www.gisentinel.com/news/articles/putting-their-food-8232on-your-table>
- Campaign for District 51 bond and mill levy override kicks off: <http://www.nbc11news.com/content/news/437420963.html>
- West Nile Virus present in the Valley: <http://www.westernslopenow.com/news/local-news/west-nile-virus-present-in-the-valley/777893483>
- Dinosaur fossil found on future site of mountain bike route in Mesa County: <http://www.craigdailypress.com/news/dinosaur-fossil-found-on-future-site-of-mountain-bike-route-in-mesa-county/>
- Two Valley hospitals forge alliance: <http://www.gisentinel.com/news/articles/two-valley-hospitals-forge-alliance>

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, August 5** is the Fruita Farmer's 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 Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 17** is the Chamber Business After Hours at Moon Farm, hosted by Moon Farm and KMZK, from 5:30 – 7:30 pm.
- **August 30** will be the next Fruita Chamber Economic Development Summit from 5:30 – 7:30 pm at Cavalcade (invite below).
- **September 22** is the annual Old Fossil Golf Tournament at Adobe Creek (info below).
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The Business Incubator upcoming events are posted below.
- The **2017** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors



FRUITA
COLORADO

ECONOMIC DEVELOPMENT SUMMIT

August 30, 2017

6:00 PM

Please join the City of Fruita and Fruita Area Chamber of Commerce for this event. Your input is greatly valued in efforts to create jobs and improve our Fruita economy. A team can accomplish more together working to bring new businesses to the area while assisting existing businesses with growth opportunities. Please don't miss out on this Community Connection Opportunity! Panel participants include: Frank Ladd, Mike Bennett, Jon Maraschin, Sheriff Matt Lewis, Kelly Flenniken, Curtis Englehart, Terri Benson, and Steve Jozefczyk.

Cavalcade
201 E. Aspen Avenue
Fruita, Colorado



Your Community Connection

SAVE THE DATE: FRIDAY SEPT. 15

COLORADO RIVER DISTRICT'S ANNUAL WATER SEMINAR

Two Rivers Convention Center Grand Junction, Colorado

Points of No Return?



Where go the return flows:

Irrigation modernization is more than about increasing efficiency. The loss of return flows affects streams, other water users and the environment.



Fill Lake Mead first?

What does that mean to Lake Powell and the Upper Basin. Are both reservoirs viable in the west's new drier climate?



The Salton Sea's decline:

Why California's artificial sea's decline is the wild card that needs to be an ace if California and the Lower Basin states are to have a drought contingency plan.



Museums of Western Colorado and
Family Health West
bring you...



September 22
9 am Shotgun Start



**Adobe Creek
National Golf Course**



Old Fossil: \$100
Team of 4: \$400
Hole Sponsorship: \$120
Add a Family MWC Membership: \$60

For information and to register, contact:
Peter Booth (Museums of Western Colorado)
970.242.0971, ext. 204

Stacey Mascarenas (Family Health West)
970.858.2170

Register online...
museumofwesternco.org



Proceeds benefit the Museums of Western Colorado and Family Health West. Thank you for your support!

Name (or team name) _____

Address _____

Phone _____ Email _____

Single Old Fossil: \$100 Team of Old Fossils: \$400 Hole Sponsorship: \$120 MWC Family Membership: \$60



Old Fossil Golf Tournament September 22, 2017

Is golf your game of choice? Travel back in time to a day when the T-Rex and Apatosaurus (Brontosaurus) roamed the what is now the Grand Valley while enjoying your favorite pastime. The Old Fossil Golf Tournament offers golf enthusiasts and social golfers the opportunity to enjoy one of western Colorado's finest golf courses with their friends, peers and co-workers while supporting the efforts of Family Health West and Museums of Western Colorado's Dinosaur Journey. This Old Fossil is being held in conjunction with the 2017 Fruita Fall Festival.

When: September 22, 2017

Where: Adobe Creek Golf Course

Sponsorship Levels:

The Old Fossil-Title Sponsor: \$3,500

- Three foursomes
- Primary name and logo on all event advertising and collateral
- Name and logo displayed on player gifts
- Three premium hole sponsorships with signage
- Opportunity to include items in participant giveaway bag
- Banner with name and logo displayed at Dinosaur Journey during the week of the Golf Tournament

Jurassic-Major Sponsor: \$2,000

- Two foursomes
- Secondary name on event advertising and collateral
- Opportunity to include items in participant giveaway bag
- Two premium hole sponsorships with signage
- Banner with name displayed at Dinosaur Journey

Media Sponsor: \$2,000

These sponsors will help lead the promotional efforts for the Old Fossil Golf Tournament

- Two foursomes
- Secondary name on event advertising and collateral
- Opportunity to include items in participant giveaway bag
- Two premium hole sponsorships with signage
- Banner with name displayed at Dinosaur Journey

Prehistoric-Contributing Sponsor: \$1,000

- One foursome
- Name on event advertising and collateral
- Opportunity to include an item in participant giveaway bag

- A premium hole sponsorships with signage

Lunch Sponsorship: \$1,000

This sponsor will underwrite the lunch that will provide to the players at the end of play and during the awards ceremony.

- One foursome
- Name on event advertising and collateral
- Opportunity to include an item in participant giveaway bag
- Branding and signage on the lunch bar

Breakfast Sponsor: \$500

This sponsor will underwrite the breakfast that will provide to the players before the start of play.

- Two golf players
- Signage on the breakfast bar
- Meal branding

Beer Cart Sponsor: \$500

This sponsor will underwrite the Beer Cart that will provide refreshments to the players throughout the day.

- Two golf players
- Signage on the Cart

Morning Bloody Mary Bar Sponsor: \$500

This sponsor will underwrite a Morning Bloody Mary Bar that will be to the players before play.

- Two golf players
- Signage on the Bar

Contest Sponsor: \$500

This sponsorship underwrites the contest of their choice.

- Two golf players
- Signage on the contest hole
- Contest branding

Contests available for sponsorship

- Closest to the Pin
- Longest Drive
- Longest Putt
- Closest to the Creek
- Oldest Fossil

Hole Sponsor: \$150

- Signage at Assigned Hole

**For information, contact Peter Booth, Museums of Western Colorado, 970-242-0971
or Stacey Mascarenas, Family Health West, 970-858-2170**



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.

\$55
Class Fee

Upcoming Class Dates

Tuesday 7/25 1PM-4PM
Tuesday 8/1 6PM-9PM
Tuesday 8/15 9AM-12PM
Friday 9/1 1PM-4PM

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

Market Research Learn to use market research tools to generate more business	7/13/17 8/17/17
Business Planning Write a plan to help ensure the success of your business	7/27/17 8/31/17
Internet Strategies Learn how to be accessible through the internet	8/3/17 (FRUITA) 8/29/17
Licensing License your business online	7/20/17 8/24/17
Cash Flows Learn how to do a cash flow budget using Excel	8/10/17(FRUITA)



Leading Edge

Business Planning and Management

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive 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. Each participant receives hands-on individualized assistance in preparing a business plan. The course includes 36 hours of intensive training and a minimum of 4 hours of individual consulting. The program is highly interactive, which ensures the flow of information not just from the instructor, but between the participants as well. Apply online or at The Business Incubator Center.

Starts August 29th
Cost is \$275

Call 243-5242 to Register or visit us at
gincubator.org

All Date& Events Are Subject to Change

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



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.

3rd Fri
of every month
11-Noon

Open Coffee Club

GRAND VALLEY E-SERIES

The Business
Incubator Center
2591 Legacy Way
Grand Junction, CO



We will be introducing our new format! Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee. Check gincubator.org for monthly speakers.
Friday, August 18th

BOOKKEEPING BOOTCAMP

July
20th
9-2PM

Learn how to set up and track business accounting records and what types of expenses are deductible. Gain better control of your business by learning how balance sheets, income statements and cash flow projections are prepared and what they can tell you about your business. Instructor, Helen Roe, works with the Loan Fund of Mesa County and has been recognized as an Outstanding Woman Accountant by the American Society of

Cost: \$75

1st. Thurs
of every month
5-7 PM

GV Food Hub Meetup

Who we are - a group of farmers, ranchers, food producers, and consumers with a strong belief that buying locally creates a community with enhanced economic, health, and social benefits. Our goal is to have a study performed to determine the feasibility of creating a Food Hub in the Grand Valley. The 1st Thursday of each month, from 5-7 p.m. - we'll supply beverages.

BUSINESS VALUATION

August
22nd
1:00-2:30

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Cost: FREE

Learn to ride Grand Valley Transit!

This FREE program will enable any individual interested in riding Grand Valley Transit (GVT) to gain the confidence and knowledge necessary to utilize GVT services. The GVT Travel Training Program teaches participants how to: Use GVT's Fixed Route, Read Schedules and Plan a Trip, Locate and Transfer to other Buses, Pay Fares and Purchase Tickets and Passes, and Use a Wheelchair Lift and the Bicycle Rack. To help make trainees comfortable with the GVT service, we are offering a free 11-Ride fixed-route pass to any individual 12 years in age and older who successfully completes the travel training program (residents are welcome to take the course multiple times, but are only eligible for one 11-Ride pass). All ages are welcome to participate, children under 12 must be accompanied by an adult.

WHEN: Saturday, October 21
9:30 to 11:30 A.M.

WHERE: Fruita Community Center Meeting Rooms
324 N. Coulson Street

FEE: FREE!

RSVP: (970) 623-8473

WHEN: Saturday, September 9
9:30 to 11:30 A.M.

WHERE: Palisade Fire Station
341 West 7th Street

FEE: FREE!

RSVP: (970) 623-8473



Aprenda a Viajar en el Autobús del Valle Grande/Grand Valley

Este programa gratuito le permitirá a cualquier persona a viajar en el Autobús de Transporte del Grand Valley (GVT por sus siglas en Inglés), para ganar la confianza y el conocimiento necesario para utilizar los servicios de transportes de GVT. El Programa de Capacitación de Transporte, enseña a los participantes a cómo usar servicios tales como: Utilizar rutas fijas de GVT, cómo leer la programación de rutas y como planear un viaje, localizar y transferir a otros autobuses/camiones, pagar tarifas y comprar boletos y boletos de canjeo (pases), les ayuda a utilizar un ascensor de sillas de ruedas y un estante para colocar su bicicleta. Para lograr que los alumnos se sientan cómodos con los servicios de GVT, estamos ofreciendo un pase gratuito de 11 viajes- en- rutas –fijas a cualquier individuo ó persona mayor de 12 años de edad, quien complete con éxito el Programa de Capacitación de Viajes . (Las personas que son residentes, son bienvenidos para tomar este curso varias veces, pero sólomente son elegibles para un canje/pase de 11-viajes). Las personas de todas las edades son bienvenidos a participar, los niños menores de 12 años tienen que ser acompañados por un adulto.

Cuándo: Sábado, 21 de Octubre
9:30 a 11:30

Dónde: Centro Comunitario de Fruita –Sala de Reuniones
324 N. Coulson Street

Cuota: GRATIS!

RSVP: (970) 623-8473

Cuándo: Sábado, 9 de Septiembre
9:30 a 11:30

Dónde: Estación de bomberos de Palisade
341 West 7th Street

Cuota: GRATIS!

RSVP: (970) 623-8473



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.



FRUITA COLORADO



City of Fruita staff strive to emulate these core behaviors in everything we do in order to show gratitude for public trust, build trust and maintain trust with the public, our partner agencies and with one another.

We are Fruita. We are...

Fun—This is such a critical behavior that impacts everything we do. If we are not having fun, we must ask why and recalculate and adjust. We must love what we do and where we work, live and play. We are positive and put forth focused effort to have a positive attitude. We are smiling. We are friendly. We enjoy serving the public and working together. We care about the experience those who interact with us internally and externally have.

Respectful—We are empathetic. We take an active interest in each other, residents, businesses and visitors. We listen. We talk one at a time. We compliment and build up others. We are tough on issues and easy on people. We recognize the role of City Council, Board and Commission Members, residents, supervisors, coworkers and customers. We are kind. We treat people with dignity. We embrace diversity and make every effort to think collectively.

United—We are a team. We focus on purpose and work together to achieve our goals. We communicate effectively with each other. We seek consensus, agree to disagree and move forward for the greater good. We support each other. We value partnerships that help us achieve our goals. We remember we are public stewards and serve. We are inclusive. We create synergy by recognizing our strengths and weaknesses and succeeding as a team.

Innovative—Simplicity is our key to innovation. We consider and explore alternatives to the way we've always done it. We are open to new ideas. We welcome calculated risk-taking and learning from our mistakes. We seek continuous improvement and welcome constructive feedback. We ask why and why not. We work to continually improve.

Transparent—We operate as an open book. We create, over communicate and reinforce clarity in our work. We are trustworthy. We assume a positive intent from others. We work with integrity. We seek ways to increase transparency internally and externally.

Authentic—We are unique. We are real. We are different. We are special. We are optimistic. We are exceptional and proud of it. We are comfortable being different. We are open-minded. We are honest. We embrace and value family. We live what we speak. We create clear expectations and work hard to manage those expectations.