



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 15, 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

Tuesday's City Council Meeting

We will hear from Special Olympics and then Municipal Court Judge Robinson to kick off the meeting. We have a full consent agenda including calling for the public hearing for Oct. 3rd to lease property to Colorado's first cable/wakeboard park!

Top Adventure Town—time to defend Fruita's title from 2015 & 2016

We are now in the fourth and final round that ends on Sept. 13. When the 3rd round ended, we were in second place. Now they do not show you who is in the lead, so it is important to vote each day! You have to register to vote this year or can register through Facebook. Voting is limited to one vote per device per day:

<http://www.elevationoutdoors.com/top-towns/>.

September 18 – 24: the Community Center is closed for Maintenance Week.

TID BITS:

- Big thanks to local Donna Stratton for volunteering her own time to hand out door stickers regarding social media to all our local businesses who see visitors!
- Huge thanks to Mark Angelo and many other staff who participated in presenting topics each night this week in celebration of "Colorado Cities and Towns Week" — also to Mark and participating Council members in handing out gifts to local businesses.
- Our Public Works and Parks crews pulled off a very well done overflow parking area at Little Salt Wash Park that kept parking off Pine Street for the busy day last Saturday.
- Fruita is busy and a taste of fall is finally in the air.
- We have Fall Festival next week.
- Backcountry.com is hosting a dealer camp in Fruita next week.
- Rocky Mountain Bikes will be here the first week in October for a

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

product launch.

- GOCO has their 25th Anniversary party here on the 28th following our Trail Groundbreaking (invite below).
- Ture submitted the City's CTO grant today that we are fortunate to have many partners with to replace the tourism panels at the Welcome Center.
- Kokopelli Section of the Colorado Riverfront Trail is under construction!
- Sales tax revenue in July was 18.84% higher than July of 2016!
- Sales tax revenue is trending 10.49% higher than 2016 thru July.
- A Pre-bid meeting was held this week for the drainage and paving of North Aspen Alley.
- Some of the utility crew working on the alley left for Florida to help with the hurricane clean-up.
- Village at Country Creek Phase 5 is under construction.
- Budget, budget, budget, is in the air.
- Margaret continues to review bond documents.
- We are awaiting the federal review of our land water conservation fund transfer.
- We promoted two pool managers to fill our two facility coordinator positions at the Community Center.
- Lots of training going on with our many new hires in Recreation, Wastewater and Public Works, but great to be fully staffed in those departments.
- Southwest Conservation Corps performed clean-up at Snooks Bottom for free which was set up through the Tamarisk Coalition.
- Painter Jeremy Velasquez began painting this week the underpass of the Little Salt Wash Trail to be revealed publicly next Friday at 2 pm.
- The Anna Banana Race will be held at Snooks Bottom Sept. 23. We are clearing some overflow parking.
- Great turnout for Police Canine event last Saturday!
- Odie and Councilman Kincaid have been hard at work preparing for the Governor's Conference on Tourism.
- We are reviewing community solar garden subscription proposals.
- We met with DOLA this week to see if we can strengthen our grant request.
- We have hosted two serious prospects for the industrial park that would be great additions to our community and provide great jobs.
- Have an awesome weekend!

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

- Fruita Middle School Principal Letter to the Editor: <http://www.gjsentinel.com/opinion/articles/printed-letters-september-15-2017>
- AARP announces its Get in the Know tour: <http://www.greeleytribune.com/news/news-briefs/aarp-announces-its-get-in-the-know-tour-includes-evans-stop/>
- Dinosaur Journey raising money for fossil hauling truck: <http://www.nbc11news.com/content/news/444543063.html> AND <http://www.westernslopenow.com/news/local-news/dinosaur-journey-needs-your-help/811505999>
- Biz Buzz—Fruita The Locker Room: <http://www.gjsentinel.com/news/articles/biz-buzz-sept-14-2017>
- Fruita asks citizens to help review community: <http://www.westernslopenow.com/news/local-news/fruita-asks-citizens-to-help-review-community/810897024>
- Everything you need to know about Fruita Fall Festival: <http://mix1043fm.com/everything-you-need-to-know-about-the-fruita-fall-festival/>
- Health care: accessibility good, affordability bad: <http://thebusinesstimes.com/health-care-accessibility-good-affordability-bad/>
- Kindness Revolution: insurance agency joins in effort to encourage civility: <http://thebusinesstimes.com/kindness-revolution-insurance-agency-joins-in-effort-to-encourage-civility/>
- Credit Union offers financial literacy program: <http://thebusinesstimes.com/credit-union-offers-financial-literacy-program/>
- Greeley police K-9s take home in statewide competition: <http://www.greeleytribune.com/news/local/greeley-police-k-9s-take-home-honors-in-statewide-competition/>
- Couple who built Fruita ag program pulled from classes: <http://www.gjsentinel.com/news/articles/couple-who-built-fruita-ag-program-pulled-from-cla>
- Flags flying high to remember 9/11: <http://www.westernslopenow.com/news/local-news/flags-flying-high-to-remember-911/809500711>
- Stone mason crews busy preserving history at Colorado National Monument: <http://www.nbc11news.com/content/news/443837703.html>
- First draft: Mesa County home to early giants of major dinosaur-fossil discoveries: <http://www.gjsentinel.com/news/articles/first-draft-mesa-county-home-to-early-giants-of-ma>
- Prayer brings high schools together: <http://www.kjct8.com/content/news/Prayer-brings-high-schools-together-443624623.html>
- First responders in Mesa County to hold remembrance on 9/11: <http://www.nbc11news.com/content/news/443598973.html>
- 7th annual clear up to prevent wildfires in Big Salt Wash: <http://www.kjct8.com/content/news/7th-annual-clear-up-to-prevent-wildfires-in-Big-Salt-Wash-443343093.html>

- Two regional campuses boost research extension: <https://source.colostate.edu/two-new-regional-campuses-boost-research-extension-engagement/>

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.):*

- **Tonight, Sept. 15** is Night at the FCC at the Community Center from 7-10 pm.
- **Sept. 16** is the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Sept. 22** is the unveiling of the artwork on the underpass of the Little Salt Wash Trail at 2 pm.
- **Sept.22** is the annual Old Fossil Golf Tournament at Adobe Creek (info below).
- **Sept. 22-24** is Fruita Fall Festival in downtown.
- **Sept. 23** is the Anna Banana Memorial race at Snooks Bottom.
- **Sept. 28** at 5:30 pm will be the Groundbreaking Ceremony and Trail Dedication for the Kokopelli Section of the Riverfront Trail. We will also receive the Starburst Award for the Little Salt Wash Trail.
- **Sept. 28** is the Great Outdoors Colorado (GOCO) 25th Anniversary party at 7pm in Civic Center Park by invite only. This is tied to their annual staff retreat in Fruita.
- **Sept 29-30** is Tour of the Moon.
- **Oct. 2-5** Rocky Mountain Bikes will be in town to launch their new bike on the 3rd and 4th.
- **Oct. 5-6** from 8:30 am – 5 pm on Oct. 5 and 8:30 am – 12 pm Oct. 6 will be the second annual Colorado Outdoor Recreation Industry Leadership Summit (COILS) at the Avalon Theatre in Grand Junction (info below).
- **Oct. 6** is a Conservation Colorado fundraiser (details below).
- **Oct. 21** is Grand Valley Transit Training from 9:30 – 11:30 am at the Community Center.
- **Oct. 28** is Truck-N-Treat in downtown from 10 am – 12 pm.
- **Oct. 31** is Trick or Treat Street from 3-5 pm.
- **Nov. 4** is Rim Rock Marathon ending in Circle Park from 8 am – 12 pm.
- 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

CITY OF FRUITA

Trails Celebration and Tire Cutting

September 28th, 2017 at 5:30 pm

Join us as the Colorado Lottery
will present the City of Fruita with a 2017
Starburst Award for Excellence in Use of Lottery
Funds on the Lower Little Salt Wash Trail.

In addition, the City of Fruita and many of its funding partners
including the Riverfront Foundation & Great Outdoors Colorado, will

“Cut the Tire”

on construction of the
Kokopelli Section of the Colorado Riverfront Trail.

The celebration will take place on the Lower Little Salt Wash Trail just north
of I-70 and south of Greenway Drive. It is also the (future) Intersection of the
Lower Little Salt Wash Trail and the Kokopelli Section of the Colorado Riverfront
Trail (to be built). Best place to park is on Greenway Drive. See Map.

The celebration and tire cutting will last approximately 30 minutes.





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



September 22
9 am Shotgun Start



**ADOBE CREEK
NATIONAL**

**Adobe Creek
National Golf Course**



**Flavors
Grille**
Food by Flavors

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

Conserving the Colorado Way

WITH SPECIAL GUEST LUIS BENITEZ

COLORADO OUTDOOR RECREATION INDUSTRY OFFICE DIRECTOR

Whether you are pedaling the Lunch Loops, floating through Ruby Horsethief, skiing across the Grand Mesa, or simply biting into a Palisade peach, life in the Grand Valley is inextricably linked to our environment.

Outdoor recreation is a cornerstone of our state's economy and Conservation Colorado works tirelessly to protect the air, water, and landscapes that bring life to our communities.

Please join Conservation Colorado staff and board members for an evening of light fare and drinks as we explore and celebrate the nexus between conservation and our outdoor recreation economy.

OCTOBER 6, 2017
5:30 P.M. - 8:00 P.M.

2534 PARK MESA CT.
GRAND JUNCTION, 81507

[*Click here to R.S.V.P.*](#)

Suggested Donation Levels:

\$40 Individual
\$70 Couple
\$100 Grand Valley Advocate
\$250 Conservation Champion

For inquiries contact:
Sarah McCarthy (970) 260-3859





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.