



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPTEMBER 8, 2017  
Re: WEEKLY INFORMATION UPDATE

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### Colorado Cities and Towns Week—Sept. 11-15

Please see the schedule below for the informative meetings to be held each night during the week of Sept. 11 to inform the public. In celebration of Colorado Cities and Towns week, we are amplifying our annual HOA meeting into a week of selected topics to present on.

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

Don't forget to vote!!! Elevation Outdoors launched the 2017 Top Adventure Town poll. Round 2 ended Sept. 6. We are now in Round 3 which ends Sept. 13. Round 4 is the final round and runs Sept. 13-20. 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/>. We need to step up our voting in the final rounds.

### TID BITS:

- The Desert's Edge Triathlon Festival will be Sept. 9-10 at Highline State Park. More info found here: <http://desertsedgetri.itsyourrace.com/event.aspx?id=8482>
- The annual Anna Banana memorial race will be in Fruita at Snooks Bottom this year on Sept. 23<sup>rd</sup>.
- The Community Center had its busiest August ever with 16,219 paid visitors. For the year we are at 140,366 thru August, which is 4,626 over last year during the same period. 2016 was our busiest year ever.
- The overflow parking will be complete at Little Salt Wash Park and opens this weekend.
- The park will be busy this weekend with fall sports games and the Police K9 demonstration and competition.
- The artwork on the underpass of the Little Salt Wash Trail begins soon and will be unveiled at 2 pm on Sept. 22.
- Mark your calendars for the Employee Christmas party to be Dec. 16 at Adobe View Golf Course.

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

- The new banners are set to be installed on the CO-OP grain elevator Sept. 20-22.
- There have been more bear sightings in Fruita recently and the Police Department is coordinating with the state Division of Wildlife as calls come in.
- Crews are scheduling in more clean-up around the downtown in preparation for the upcoming events.
- We have had a total of 11 new dwelling units permitted so far this year.
- Brandon Estates continues to work on dry utilities on one phase of their development.
- Aspen Village Phase 5 began construction.
- Adobe View North and Aspen Village are beginning housing builds.
- The I-70 force main lift station project is wrapping up with fencing work.
- Request for bids for the drainage and paving work for the North Aspen Alley is out; Pre-bid meeting will be Sept. 19 and bid opening Sept. 26.
- Utility work continues on the alley.
- Mountain Valley Construction began work on the Kokopelli section of the Riverfront Trail this week.

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

- St. Mary's investment keeps profits at home: <http://www.gjsentinel.com/opinion/articles/st-marys-investment-keeps-profits-at-home>
- Fruita Famers' Market is almost over: <http://www.nbc11news.com/content/news/442554343.html>
- District 51 rank slips in analysis by state: <http://www.gjsentinel.com/news/articles/district-51-rank-slips-in-analysis-by-state>
- Car crashes near river; one hurt: <http://www.nbc11news.com/content/news/442636673.html> AND <http://www.gjsentinel.com/news/articles/16yearold-rolls-his-car-off-cliff-at-snooks-bottom>

**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, Sept. 9** is Dog Daze at the Community Center outdoor pool from 10 am – 12 pm.
- **Tomorrow, Sept. 9** is also the Colorado Police Canine Association Police K9 Demonstration and Competition and Little Salt Wash Park at 10 am.
- **Tomorrow, Sept. 9** is also the Fruita Farmers' Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Sept. 11-15** is a series of one hour sessions (2 per night) at the Civic Center. See schedule below.
- **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) 25<sup>th</sup> 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 3<sup>rd</sup> and 4<sup>th</sup>.
- **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.
- **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



**INFORMATION SCHEDULE – SEPTEMBER 11TH-15TH**

**FRUITA CIVIC CENTER (UPSTAIRS ROOMS) – 325 E. ASPEN AVENUE:**

**Monday September 11<sup>th</sup>:**

- 6:00 p.m.: Code Compliance Issue? – Code Compliance Officer Mark Angelo
- 7:00 p.m.: Animal Control Issues – Police Service Tech/Animal Control Officer Stacy Nehm

**Tuesday, September 12<sup>th</sup>:**

- 6:00 p.m.: Vacation Rentals by Owner (VRBO's) – Planning Technician Henry Hemphill
- 7:00 p.m.: Planning Commission Meeting – See how Government Works!
- Planning Commission Meeting Agenda– VRBO Review and Rezone Review

**Wednesday, September 13<sup>th</sup>:**

- 6:00 p.m.: Communities That Care Process – Katie Smith – Health Promotion Specialist
- 7:00 p.m.: Crime Prevention Topics – FPD Lieutenant Nick Peck

**Thursday, September 14<sup>th</sup>:**

- 6:00 p.m.: Irrigation Water Issues – Public Works Director Ken Haley and Superintendent John McBride
- 7:00 p.m.: Marijuana Update – FPD Corporal Garrett Henderson

**Friday, September 15<sup>th</sup>:**

- 6:00 p.m.: Texting and Young Teen issues – FPD Officer Tony Gianinetti



**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



**How to list, sell, and prosper on Amazon.**

**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 [giincubator.org](http://giincubator.org) for monthly speakers.  
Friday, September 15th

**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](http://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





**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.