



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
 From: MIKE BENNETT, CITY MANAGER  
 Date: SEPTEMBER 22, 2017  
 Re: WEEKLY INFORMATION UPDATE

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### Tuesday's City Council Workshop

We will present a draft 2018 City budget and calendar for budget meetings to work on finalizing the budget at the end of the year. I emphasize "draft" as many critical numbers are still coming in and discussion in the upcoming months will direct many aspects of the final budget. I will also provide Council with an update on the code enforcement case related to a motocross track in town and we will have quick updates on pending planning items and the pending DOLA grant for the sewer extension on f Highway 6.

### Fall Festival This Weekend

See the schedule here: <http://fruitafallfestival.com/schedule-of-events/>



### Mural Unveiling Today

Amidst a small wind storm and rain drizzle, we enjoyed the unveiling of the new mural on the underpass of Greenway Dr. on the Little Salt Wash Trail. Part of the aRT (Art on the Riverfront Trail) and in partnership with the Hispanic Affairs Project, Western Colorado Latino Chamber of Commerce, City of GJ, the Fruita Arts and Culture Board and the City, the unveiling was an enjoyable event. Artist Jeremy Velasquez has created a beautiful mural with quality, hand and spray can artistry that is titled Pilar Fuerte and represents Fruita's Hispanic culture and the value of a culturally rich and diverse population.

### TID BITS:

- A dealer camp representing 10+ brands is in town this weekend and the Mayor and I have been invited to speak to them Saturday morning.
- Plans with Rocky Mountain Bikes are all in motion leading up to their product

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

launch Oct. 3-4.

- We had two recent and productive business prospect visits and working on a proposal with GJEP for one that is ready to move fast.
- Construction on the Kokopelli section of the Riverfront trail continues and we look forward to the Groundbreaking event Thursday (details in the calendar).
- We look forward to hosting Great Outdoors Colorado as well next Thursday and celebrating their 25<sup>th</sup> year anniversary.
- The Police Department will be filling their last vacant position beginning next week with a new officer.
- Unfortunately, we were tagged with lots of graffiti over the last weekend on signs and the back side of the dugout at Little Salt Wash Park, but our awesome crews had it cleaned up quickly.
- We had over 350 kids at the Night at the FCC last Friday—largest attendance yet.
- Recreation staff have been hard at work during maintenance week this week at the Community Center. The new carpet, shined floors, deep clean and many other details look great.
- Snooks Bottom will be busy Saturday morning with the Anna Banana Memorial race.
- The Aspen Alley pre-bid meeting was well attended.
- We plan the drainage and paving work to begin on Oct. 9 and have assurances from XCEL that the utility work will be complete prior to the next phase.
- We released a request for bids to complete all this year's sidewalk, curb & gutter projects.
- Public Works and Parks crews were busy assisting and prepping for Fall Festival this week.
- Public Works crews were crack-sealing roadways this week.

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

- Finishing work for fossil: <http://www.gjsentinel.com/news/articles/finishing-work-for-fossil>
- More than 30,000 pumpkins at Moon Farm ready for opening weekend: <http://www.nbc11news.com/content/news/444778723.html>
- Five best things about Fruita Fall Festival: <http://kool1079.com/five-best-things-about-fruita-fall-festival/>
- Not your dad's library: <http://www.gjsentinel.com/opinion/articles/not-your-dads-library>
- 38 residents became America's newest citizens: <http://www.nbc11news.com/content/news/446259073.html>
- Parents fret about future of Fruita ag classes: <http://www.gjsentinel.com/news/articles/parents-fret-about-future-of-fruita-ag-classes>

- Library innovation recognized: <http://www.gjsentinel.com/news/articles/library-innovation-recognized>
- It's time to up the ante for District 51 public schools: <http://www.gjsentinel.com/opinion/articles/its-time-to-up-the-ante-for-8232district-51-public>
- Fruita Little Salt Wash Trail Mural: <http://www.gjsentinel.com/entertainment/articles/entertainment-briefs-sept-22-2017>

**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.):*

- **Today – Sunday, 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. 4** is the TAP-IN Play & Protect, a west slope water forum at the Factory (750 Main St. GJ) from 3-6 pm. (<http://tapinco.org/colorado-play-protect/>)
- **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. 5** is the 31<sup>st</sup> Business Incubator Center Year Kick-off BBQ & Libations from 4-6 pm at their main location in GJ (details below).
- **Oct. 6** is a Conservation Colorado fundraiser (details below).
- **Oct. 7** is the inaugural West by West West (WXWW) event in downtown Fruit fundraising for Colorado Canyons Association (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 28<sup>th</sup>, 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.





# BUSINESS INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

Join us for our  
year Kick-off!



BBQ &  
Libations!



**THURSDAY, OCTOBER 5, 2017**  
**4:00 P.M.—6:00 P.M.**  
**AWARDS, FOOD, ENTREPRENEURS!**

**RSVP TO: [FRONTDESK@GJINCUBATOR.ORG](mailto:FRONTDESK@GJINCUBATOR.ORG)**



# *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



# WXWW

WEST BY WEST WEST 2017 FRUITA, CO



BLACK LAB AND THE BANJO @ BESTSLOPE 3PM

KYLE HARVEY @ LITHIC BOOKSTORE 4PM

THE GINNY MULES @ THE HOT TOMATO 5PM

ERIKA BELAND & JARED SHAW @ VINTAGE COMMONS 6PM

THE HOPE KINGS @ FRUITA CAVALCADE 730PM

SHAUN RAY @ THE COPPER CLUB 8PM

A BENEFIT FOR COLORADO CANYONS ASSOCIATION



Sponsored by US Bank



[www.coloradocanyonsassociation.org/events/wxww](http://www.coloradocanyonsassociation.org/events/wxww)



**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.