



# FRUITA

## COLORADO

### Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: NOVEMBER 9, 2017  
Re: WEEKLY INFORMATION UPDATE

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Engineering  
970-858-8377

Human Resources  
970-858-8373

Public Works  
970-858-9558

Recreation Dept.  
970-858-0360

#### City Offices Closed Friday, Nov. 10 in Observance of Veterans Day

#### TID BITS:

- Rim Rock Marathon was a success and much thanks to our partner, the Greater Grand Junction Sports Commission for managing that event.
- A total of 556 runners participated in the Rim Rock Marathon Saturday (up from 435 in 2016): 126 in the marathon, 416 in the half and 14 in the relay. 65% of participants were from out of the area and some came from as far away as the UK and other parts of Europe. Thanks to the Mayor for presenting to award winners.
- Registration is up for the newest event in Fruita, the Kokopelli 140 that will be held Sept. 7-8, 2018. See the website at; <https://www.kokopelli100.com/>
- We received 4 new residential dwelling units in October. We have received 6 in the first week of November. Full report thru Oct. below.
- The Police Department (PD) is still working with property owners as well as Public Works and Parks on cleanup of homeless camps. The camp on the Chevron property is likely outside of the City limits, but we will still be coordinating the effort.
- PD is confident the Pizza Hut robber is the same person who was responsible for several other robberies throughout the county as well as in Delta. This individual was killed in a shoot-out with police in Parker.
- PD's Colorado Association of Chiefs of Police (CACP) reaccreditation site-visit is scheduled for November 30.
- Public Works (PW) completed some final road patching this week in preparation for winter.
- The contractor completed remaining demolition work and worked on repairing concrete at the Wastewater Reclamation Facility in preparation to install the new headworks screen.
- PW crews completed mountain water records for the 2017 water year, which ended October 31<sup>st</sup>, and have submitted all information to the State Water

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

Commissioner.

- PW is rotating alternate staff for street sweeping duties to get caught up while our normal operator is on light duty.
- We received updated certification from the State for the elevator at the Civic Center.
- We presented our grant request to DOLA for the Highway 6 Sewer Interceptor on the east side of town.
- Family Health West and Recreation staff began scheduling and planning a 9HealthFair and selected April 28, 2018. The event will be coordinated mostly by FHW and hosted at the Fruita Community Center. This will take the place of the Sweetheart Health Expo, which is typically held in February. The Sweetheart 5K and 10K will occur as planned on Saturday, February 17, 2018.
- The first Youth Communities That Care meeting will take place on Wednesday, November 15 at 6:00 pm at the Fruita Community Center. We hope to recruit some of our area youth to give us insight into the risk and protective factors from their perspective.
- Community Center staff will be getting the word out about the pass rate increases that will take place on January 1, 2018. A letter will be sent out to current FCC pass holders by the week of 11/27, a letter from the P&R Director will be in the upcoming Activity Guide, an article will be in the upcoming City Link and there will be several Facebook posts at the end of November and early December. We will also do a press release near the end of November to let the community know of the changes coming.
- Kokopelli Trail Phase I: road base shouldering continues for the areas already paved. Bridge submittal is approved and should be ordered this week.
- Kokopelli Trail Phase II: Pre-Bid meeting was held yesterday with good attendance. We have most of the big contractors interested in the project.
- Concrete replacement projects throughout the City are nearing completion. Should be wrapped up next week.
- Aspen Alley storm drain installation - Storm drain is installed from Pabor to the east-west alley. Contractor will begin prep work on north-south alley for concrete drainage pan and finished road base before disturbing and completing storm drain in east-west alley.
- Starbucks plans to start construction no later than Monday of next week now that they picked up their Planning Clearance today. It has Starbucks as the anchor tenant with 2 other units available on the south side of Fruita.

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

- TABOR vote may repeat in future: <http://www.gjsentinel.com/news/articles/tabor-vote-may-repeat-in-future>
- D51 athletes sign letters on intent: <http://www.nbc11news.com/content/sports/456223893.html>
- Business group gets new director: <http://www.gjsentinel.com/news/articles/business-group-gets-new-director>

- Chaos of state VB tourney doesn't intimidate Fruita: <http://www.gjsentinel.com/sports/articles/chaos-of-state-vb-tourney-doesnt-intimidate-fruita>
- Adaptive toy workshop scheduled: <http://thebusinesstimes.com/adaptive-toy-workshop-scheduled/>
- Palisade, Fruita host in first round of state football playoffs: <http://www.gjsentinel.com/sports/articles/palisade-fruita-host-in-first-round-of-state-footb>
- Man wanted for local fast food robberies killed in Police shootout in Denver: <http://www.nbc11news.com/content/news/455411473.html>
- HS Volleyball: Fruita Monument claims regional title: <http://www.nbc11news.com/content/sports/455298063.html>
- Wildcats kickin' it to state: <http://www.gjsentinel.com/sports/articles/wildcats-kickin-it-to-state>
- Rim Rock runaway: <http://www.gjsentinel.com/sports/articles/rim-rock-runaway>
- How we learned to stop worrying and love the Colorado pikeminnow: <http://www.gjsentinel.com/news/articles/how-we-learned-to-stop-worrying-and-love-colorado>
- Training man's new best friend: <http://www.gjsentinel.com/outdoors/articles/training-mans-new-best-friend>
- The return of the scenic Rim Rock Marathon: <http://www.westernslopenow.com/news/local-news/the-return-of-the-scenic-rim-rock-run-marathon/851333954>
- 5<sup>th</sup> annual paws and pies: <http://www.kjct8.com/content/news/5th-Annual-Paws-and-Pies-455250133.html>
- Memorial service for Starvin' Arvin's founder: <http://www.kjct8.com/content/news/Memorial-service-for--455238953.html>
- Police look at video in Pizza Hut robbery; no links found yet: <http://www.gjsentinel.com/news/articles/police-look-at-video-in-pizza-hut-robbery8232-no-l>
- Rim Rock Marathon returns this weekend: <http://www.westernslopenow.com/news/local-news/rim-rock-marathon-returns-this-weekend/850888517>

**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.):*

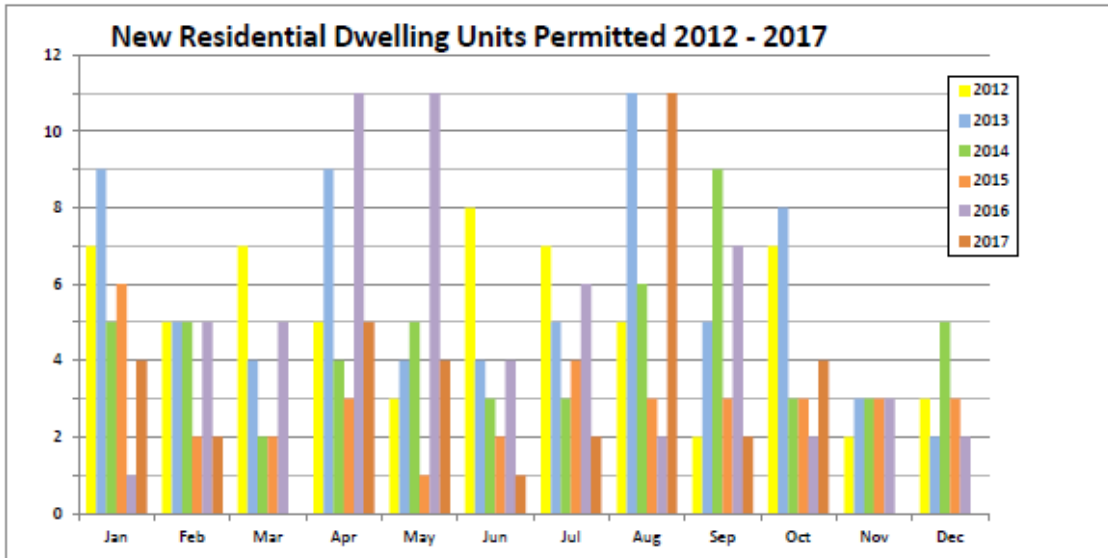
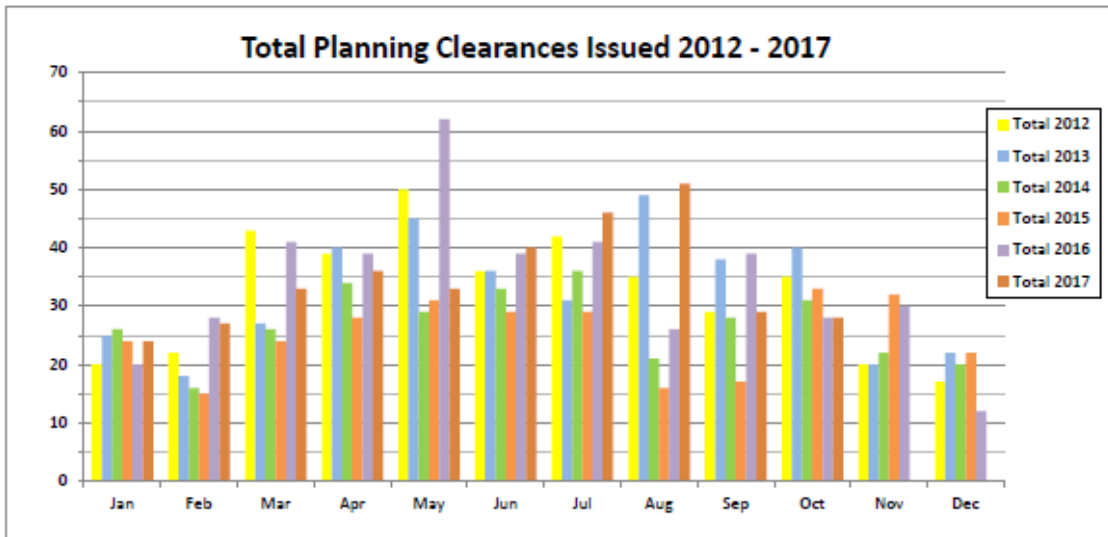
- **Nov. 15** is the first Youth Communities that Care meeting at 6 pm at the Community Center.
- **Nov. 17** is the Night at the FCC from 7-10 pm at the Community Center.
- **Dec. 9** is the Holiday Arts and Crafts Fair from 10 am – 3 pm at the Community Center.
- **Dec. 9** is the Hometown Christmas Parade (put on by the Chamber) in the downtown beginning at dusk.
- **Dec. 16** is the City of Fruita employee Christmas Party at 6:00 pm.
- **Dec. 20** is Cookies 'n Clause at 6 pm at the Community Center.
- **Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.

- **Jan. 18** the City will host the Chamber Business After Hours at the Community Center at 5:30 pm.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- 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

**MONTHLY DEVELOPMENT REPORT 2017**

RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED															
	Total 2011	RES 2011	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	RES AVER
Jan	16	2	20	7	25	9	26	5	24	6	20	1	24	4	5
Feb	17	7	22	5	18	5	16	5	15	2	28	5	27	2	4
Mar	41	13	43	7	27	4	26	2	24	2	41	5	33	0	5
Apr	29	3	39	5	40	9	34	4	28	3	39	11	36	5	6
May	28	3	50	3	45	4	29	5	31	1	62	11	33	4	4
Jun	30	0	36	8	36	4	33	3	29	2	39	4	40	1	3
Jul	21	3	42	7	31	5	36	3	29	4	41	6	46	2	4
Aug	16	3	35	5	49	11	21	6	16	3	26	2	51	11	6
Sep	22	5	29	2	38	5	28	9	17	3	39	7	29	2	5
Oct	35	6	35	7	40	8	31	3	33	3	28	2	28	4	5
Nov	22	1	20	2	20	3	22	3	32	3	30	3			3
Dec	17	0	17	3	22	2	20	5	22	3	12	2			3
	<b>294</b>	<b>46</b>	<b>388</b>	<b>61</b>	<b>391</b>	<b>69</b>	<b>322</b>	<b>53</b>	<b>300</b>	<b>35</b>	<b>405</b>	<b>59</b>	<b>347</b>	<b>35</b>	<b>51</b>



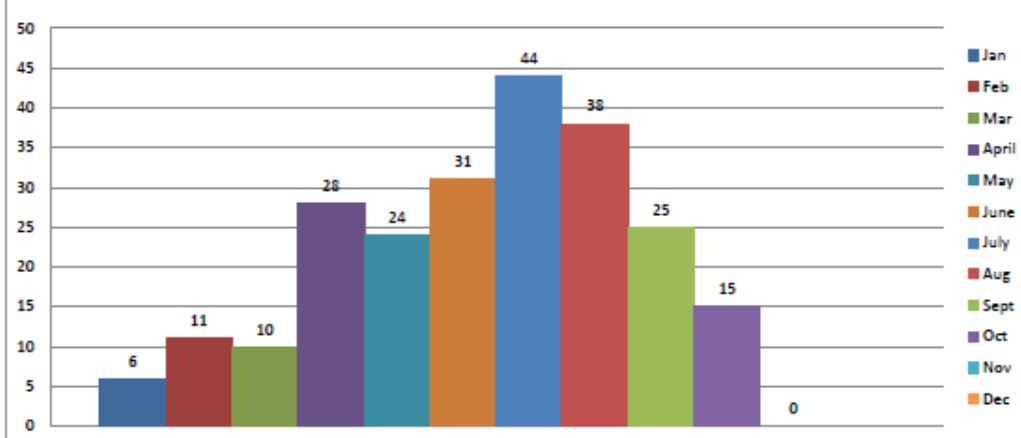
Break Down of other Development Permits Issued 2017

	Fence	Com	Remodel	Res Remodel	Upgrade	Roof	ge/C arpo	Addtn	Sign	Shed	Demo	Mobile	Porch/Patio	Misc.	Total
Jan	4	0	2	1	4	1	0	0	2	0	0	0	1	9	24
Feb	1	0	3	4	5	3	1	1	0	2	2	0	0	5	27
Mar	7	0	2	2	8	3	0	1	1	4	0	1	1	3	33
April	4	1	2	2	11	3	1	0	1	2	0	0	1	8	36
May	9	0	1	3	3	3	0	0	1	3	0	0	2	8	33
June	7	1	1	4	9	4	0	0	0	2	1	0	4	7	40
July	3	0	1	7	20	5	1	0	2	2	0	0	0	5	46
Aug	9	0	1	2	8	8	0	0	2	0	0	0	3	18	51
Sept	2	0	2	0	12	3	2	1	0	3	0	0	1	3	29
Oct	5	0	0	1	5	5	2	0	2	1	0	0	1	6	28
Nov															0
Dec															0
YTD	51	2	15	26	85	38	7	3	11	19	3	1	6	72	347

Break Down of New Code Enforcement Issues 2017

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	1	0	0	1	2	0	0	0	0	0	2	6
Feb	1	4	0	0	1	0	1	0	1	0	1	2	11
Mar	0	5	1	0	1	0	0	0	1	0	1	1	10
April	7	9	2	1	1	0	0	0	1	0	2	5	28
May	5	9	1	3	0	0	0	0	0	0	3	3	24
June	6	4	0	3	1	0	0	2	0	0	11	4	31
July	16	11	3	0	1	0	0	0	0	0	12	1	44
Aug	24	0	2	0	1	0	0	4	0	0	4	3	38
Sept	7	2	0	0	1	0	0	3	1	0	5	6	25
Oct	0	0	0	0	0	0	0	0	0	0	0	15	15
Nov													0
Dec													0
YTD	66	45	9	7	8	2	1	9	4	0	39	42	232

Breakdown of New Code Enforcement Issues 2017





## 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 10/3, 1PM-4PM  
Tuesday 10/17, 9AM-12PM  
Thursday, 11/9 6PM-9PM

### 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*

<b>Market Research</b>	
Learn to use market research tools to generate more business	10/26/17 11/30/17
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	10/5/17 11/9/17 (Fruita)
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	10/12/17 11/16/17
<b>Licensing</b>	
License your business online	9/28/17 11/2/17
<b>Cash Flows</b>	
Learn how to do a cash flow budget using Excel	10/19/17 11/20/17



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

We will address the ins and outs of selling on Amazon.com including how to list your products, ship items to Amazon or directly to customers, and how much it costs. We will address everything from getting started to wholesaling to Amazon.

A powerpoint presentation with lots of detail and a lengthy Q & A to follow.

Speaker(s): Luke Sutherland: My name is Luke Sutherland and I am an Amazon entrepreneur. I formed Product Movement Technologies, LLC in February of 2016. I sell primarily home and kitchen wares, sporting goods, and industrial equipment. Sales of \$80,000.00 in 2016 and projected sales of \$240,000.00 in 2017. I operate out of a home office and religiously study how to better sell on Amazon.

September 27th, 1-3PM  
Cost is \$30

Call 243-5242 to Register or visit us at  
[gjincubator.org](http://gjincubator.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 [gjincubator.org](http://gjincubator.org)  
for monthly speakers.  
Friday, October 20th

### BOOKKEEPING BOOTCAMP UNDERSTANDING FINANCIAL STATEMENTS

Oct  
11th  
9-2PM

Learn how to set up and track business accounting records. Gain better control of your business by learning how balance sheets, income statements & cash flow projections are prepared and what they can tell you about your business.

Cost is \$75 (includes lunch)

Cost: \$75

Nov  
9th  
1PM-4PM

### Is a Franchise the best business choice for you?

Learn how to evaluate a franchise opportunity in a way that will answer all your questions, and address all your concerns.

We will discuss a 7 step process for analyzing a franchise opportunity

Cost: \$35

### ARE YOU READY TO PATENT YOUR INTELLECTUAL PROPERTY?

Oct  
24th  
3-4:30PM

This workshop will introduce you to Invention Canvas, a single-page tool for evaluating the business aspects of an invention, and help you make a data-based decision as to whether your invention is worth investing in a patent. You'll discuss the best way to collaborate with other people in the startup community, and the Ethical Collaboration Agreement.

Instructor: Russ Krajec is the author of "Investing In Patents: Everything a Startup Investor Needs to Know About Patents."

Cost: \$35



**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.