



FRUITA

COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 1, 2017
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

The agenda is mainly centered on final approval of the 2018 Budget and all required ordinances, in addition to Consent Agenda Items.

TID BITS:

- Congrats to our Police Department—the re-accreditation visit went very well this week with lots of compliments!
- The state created their website highlighting the Certified Small business Communities. You can see it here:
<http://www.coloradosbdc.org/resources/Certified%20Small%20Business%20Community/certified-small-business-community-program>
- Interesting article on VRBOs:
<https://www.postindependent.com/opinion/defrates-column-vrbo-the-housing-elephant-in-the-valley/>
- Spent a good portion of this week interviewing for the Planning and Development Director opening and the GJEP Executive Director—great candidates for both.
- Mountain Valley is the low bidder for Phase 2 of the Kokopelli section of the Riverfront Trail.
- All paperwork is submitted for CDOT concordance for phase 2.
- 1st phase of the trail is progressing well with work on the pilings of bridge abutments
- Contractor is replacing concrete that is cracked
- Aspen Alley---gas line conflict with west inlet on Mulberry and work to fix this should be completed next week.
- Ken and Sam spoke to utility companies to cover 2018 projects.
- Public Works is working on a float for the parade next week.
- Parks repaired a water line break in Reed Park that occurred over the weekend.
- Christmas lights look fabulous—watch for the sneaky life sized “Buddy the Elf” around downtown this month.

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

- City Link is off to the printer next week.
- Police Department is conducting an internal process to fill our open investigations role now that they are fully staffed.
- We began employee budget meetings today and will finish next week.
- Have a great weekend!

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

- Biz Buzz—Fruita Health Club: https://www.gjsentinel.com/news/business/biz-buzz-nov/article_07d217d0-d278-11e7-aea9-10604b9ffe60.html
- Rhema’s Clothing gives back on Small Business Saturday: <http://www.westernslopenow.com/news/local-news/rhemas-clothing-gives-back-on-small-business-saturday/863677493>
- Fruita Rec Center raising rates: https://www.gjsentinel.com/news/western_colorado/fruita-rec-center-raising-rates/article_728c4b18-d1a6-11e7-aa0b-10604b9f6eda.html
- Coloradans enjoy “Fresh Air Friday”: <http://www.nbc11news.com/content/news/459827003.html>
- Developmentally disabled crew cleans along riverfront: https://www.gjsentinel.com/news/western_colorado/developmentally-disabled-crew-cleans-along-riverfront/article_ca14946a-d338-11e7-ac58-10604b9f7e7c.html
- Community concern grows over proposed Weeminuche subdivision: <http://www.westernslopenow.com/news/local-news/community-concern-grows-over-proposed-weeminuche-subdivision/872129462>
- Biz Buzz: Christian Collage: https://www.gjsentinel.com/news/business/biz-buzz-nov/article_4542baf6-d594-11e7-9004-10604b9f6eda.html

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.):*

- **Dec. 7** is the Communities that Care Ugly Sweater Soiree from 5 - 7 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. 20** is Cookies and Clause at 6 pm at the Community Center.
- **Jan 11** will be a D51 Foundation hosted event including an update from the D51 School Board members and Superintendent on the state of the Schools at the Factory (7750 Main in GJ) from 6 - 7 pm.
- **Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.
- **Jan. 18** the City host the Chamber Business After Hours

- **Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7 - 10:30 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



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 12/5, 9AM-12PM
Tuesday 12/19, 6PM-9PM
Tuesday 1/16, 9AM-12PM
Tuesday 1/30, 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

Market Research	
Learn to use market research tools to generate more business	1/18/18 2/22/18
Business Planning	
Write a plan to help ensure the success of your business	12/14/17 1/11/18
Internet Strategies	
Learn how to be accessible through the Internet	1/4/18 2/8/18
Licensing	
License your business online	12/7/17 1/25/18
Cash Flows	
Learn how to do a cash flow budget using Excel	12/28/17 2/1/18



HAPPY
HOLIDAYS

Call 243-5242 to Register or visit us at
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



Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee.

Check gjincubator.org
for monthly speakers.
Friday, October 20th

"Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover." Mark Twain, author.

Feb
thru
May 2018

Leading Edge;
Strategic Business Plannin

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.

Who can participate? Anyone looking to start a business or needs help strategically with their business.

Cost: \$275



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.