



FRUITA COLORADO

Weekly Info Update



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

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 970-858-8377

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 970-858-9558

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Merry Christmas! City offices will be closed Mondays Dec. 25 and Jan. 1.

New Planning & Development Director

We are excited to welcome Daniel Caris, currently Mesa County Development Services Manager, to begin in the role of Fruita Planning and Development Director on January 16. Dan accepted the job earlier this week following an in-depth hiring process conducted over the past several weeks. Dan comes to Fruita with great experience, passion and fit with the City's core values, and we look forward to Dan joining our leadership team in pursuit of achieving City goals.

TID BITS:

- Civic Center staff enjoyed an Ugly Sweater and potluck day earlier this week!
- The Business Incubator continues to work hard upgrading and preparing the Civic Center space for the transition to a Co-working space in early 2018—this may be the location for our hosting of Business After Hours.
- We have posted job ads for a part-time Custodian and Aquatics Coordinator.
- The City's annual Tree City USA application has been submitted.
- RecTrac (the software management system for Parks & Recreation and the Community Center) has been extremely slow in recent weeks. It is taking extended amounts of time to register patrons for programs or event to swipe a visit in at the FCC. Due to the slowdown, the system is not getting a complete and accurate count of visits at the FCC. Staff is working with both ProVelocity and Vermont Systems to determine the slowdown issues and hopefully fix them soon.
- The pump for water jets in the hot tub failed late last week and was repaired. The hot tub was down for a few days.



- Community Center staff are preparing for a busy holiday break when the kids are out of school.
- Parks is taking advantage of this slower time of year to clean up debris at the Riverfront Park (Disc Golf Course) to help with mowing operations next spring.
- The cyclocross races at LSWP went smoothly this past weekend. Thanks to the staff and coordinators at MAD Racing for doing an excellent job of cleaning up after themselves. It was a fun event to watch. I was impressed to meet an 82-year old French man still racing.
- New backboard at Community Center is due to arrive today and be installed soon.
- The 5-2-1 Drainage Authority provided stormwater training for maintenance staff and completed the annual stormwater audit this week. Crews have made significant efforts toward improving good housekeeping practices over the past year and no items of concern were identified in the audit. Thanks to all who take pride in maintaining the City's equipment and facilities.
- Public Works listed a number of items on GovDeals this week: www.govdeals.com/fruita.
- To limit cars parking on the old lagoon property to access the riverfront trail, crews spent some time this past week cleaning up the area at the end of Raptor Road as an informal parking area.
- GVRTC Board meeting on Monday spent most of the meeting discussing a potential ballot measure for increase transportation funding (more to come).
- We have received responses from 2 hotels so far interested in installing electric vehicle charging stations thanks to assistance from the Chamber.
- Outside Agency funding award letters and agreements have gone out.
- Conservation easement for the C&R Orchards was set to close today with the City contribution \$16,000 to the purchase of the easement.
- Staff has been working regularly and swiftly with Family Health West and the City Attorney on documents for issuance of bonds.
- Filed annual certification paperwork for Conservation Trust Fund eligibility.
- Working on finalizing budget document.
- Business license renewals have been sent out and are coming back in droves.
- Draft 2018 Municipal Election calendar is prepared.
- Nomination Packets for City Council and Mayor may be picked up January 2, 2018 and are due with candidates' bios (250 words or less) by January 22, 2018. Notice sent to Daily Sentinel for publication on December 20 and December 27. There are three City Council seats open, as well as the Mayor's seat for the April 2018 Election.



- Boards and Commissions members have been e-mailed to come pick up their gift of appreciation from the City Council at the Fruita Civic Center.
- Fencing is still being installed on the Kokopelli Phase 1 section of the RFT.
- Notice of award to Mountain Valley for Phase 2 of the Kokopelli section of the RFT has been signed with contract and bonds being worked on by the contractor.
- The Pine & Pabor crosswalk re-alignment and improvement is scheduled for next week so there will be closures on Pine Street between Ottley and Aspen.
- Staff is working on the alignment of sewer to serve the greatest area for the Highway 6 sewer interceptor project.

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

- Mayor Buck's letter to the editor: https://www.gjsentinel.com/opinion/email-letters-december/article_3e77e0dc-e4e1-11e7-abcf-2f91264f0a89.html
- Biz Buzz—Suds Brothers Brewery: https://www.gjsentinel.com/news/business/biz-buzz-dec/article_c0f8916c-e614-11e7-9717-10604b9f6eda.html
- No-quorum vote on e-bikes decision: https://www.gjsentinel.com/news/western_colorado/no-quorum-vote-on-e-bikes-decision/article_c0ff736a-e614-11e7-9719-10604b9f6eda.html
- Broadband towers to be built in Mesa County: <http://www.nbc11news.com/content/news/Broadband-towers-to-be-built-in-Mesa-County-465319633.html>
- Desert bighorn sheep an 'identity' of the Grand Valley: <http://www.kjct8.com/content/news/Desert-big-hrn-sheep--464826923.html>
- Christmas village is tradition for 91-year-old Fruita man: <http://www.nbc11news.com/content/news/Christmas-village-decoration-is-tradition-for-91-year-old-Fruita-man-464622913.html>
- School donations will help Salvation Army feed more than 600 families: <http://www.nbc11news.com/content/news/464503273.html>
- No biz without snow biz: https://www.gjsentinel.com/news/western_colorado/no-biz-without-snow-biz/article_50aa4f2c-e6e6-11e7-b797-10604b9f1ff4.html
- Fruita Middles School students show Christmas spirit: <http://kool1079.com/fruita-middle-school-students-show-christmas-spirit/>
- Colorado becomes 38th state to make FirstNet 'opt-in' announcement: <http://urgentcomm.com/ntiafirstnet/colorado-becomes-38th-state-make-firstnet-opt-announcement>

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. 25 and Jan.1 City Offices will be closed observing Christmas and New Year's Day.**
- **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** we are hosting the Chamber Business After Hours Event from 5:30 – 7:30 pm.
- **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 12/19, 6PM-9PM
Tuesday 1/16, 9AM-12PM
Tuesday 1/30, 6PM-9PM
Friday 2/9 1PM-4PM FRUITA

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 1/11/18

Internet Strategies

Learn how to be accessible through the internet 1/4/18
2/8/18

Licensing

License your business online 1/25/18

Cash Flows

Learn how to do a cash flow budget using Excel 12/28/17
2/1/18



WE WISH YOU



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.

1st Thurs
of every month
5-7PM

Grand Valley Food Hub

Who we are - a group of farmers, ranchers, food producers, and consumers with a strong belief that buying locally creates a community with enhanced economic, health, and social benefits. Our goal is to have a study performed to determine the feasibility of creating a Food Hub in the Grand Valley.

The 1st Thursday of each month, from 5-7 p.m. - we'll supply beverages.

BOOKKEEPING BOOTCAMP
UNDERSTANDING FINANCIAL STATEMENTS

Jan. 11th
9AM-2PM

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

Instructor, Helen Roe, works with the Loan Fund of Mesa County and has been recognized as an Outstanding Woman Accountant by the American Society of Women Accountants. Cost: \$75

Feb 13th
thru
May 2nd

LEADING EDGE
STRATEGIC BUSINESS PLANNING

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.