



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 5, 2018
Re: WEEKLY INFORMATION UPDATE

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Recreation Dept.
970-858-0360

Happy New Year!

Election Season

Required notices have all been placed for the 2018 Election and we have had 2 people pick up nomination packets for Mayor and 5 people for City Council. Completed packets are due on Jan. 22 by 5 pm and Candidate Orientation is scheduled for Feb. 5 at 7 pm at the Community Center's Peach Room.

TID BITS:

- Community Center visits dropped in December '17 compared to December '16, but we did have many unaccounted visits due to issues with the newly converted RecTrac system and some network changes. However, even with the low reported visits in December, the FCC had a record visitation year with 184,010 visits in 2017 (compared to 180,966 in 2016).

- The new Community Center pass fees went into effect. We will continue to track and respond to feedback as it comes, but so far so good.

- The main pool water heater has been finicky and is having some parts replaced. Pool water is slightly cooler than normal but we hope to have it repaired and fully operational within the week.

- Parks is removing the Christmas cheer around town. Staff has been working on removing lights and decorations.

- A new sculpture called "Let's Ride" will be placed next to Suds Brothers (along Mulberry). The artwork is on loan from Thad Tuin.

- Staff is looking into why there are many deceased fish at Snooks Bottom. After some initial research, we believe the fish is a Threadfin Shad which is native to the US west of the Appalachians and they tend to thrive in large lakes and rivers. We understand die-off like what has happened at Snooks is caused by the change in water temperature – these fish tend to die-off when the water goes below 42 degrees. We have a call into Colorado Parks & Wildlife to review this issue as well.

- Thankfully it was an uneventful New Year's Eve for the Police Department.

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

- One of our local homeless gentlemen is back in town and camping. PD has contacted him several times and is working on encouraging him to take advantage of local assistance resources.
- Administration staff is busy with year end work.
- The privacy fence for the bald eagle section of the new trail is complete. A pre-construction meeting for Phase 2 is scheduled for next week.
- The new Pine and Pabor crosswalk is complete—moved north with an added island in the middle of the two lanes.
- We continue to receive more applications or inquiries related to residential and commercial development.

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

- Speak with one voice: https://www.gjsentinel.com/opinion/editorials/speak-with-one-voice/article_890db9e6-f0f3-11e7-ae0c-10604b9f1ff4.html
- Ring out the old...ring in the new: https://www.gjsentinel.com/opinion/ring-out-the-old-ring-in-the-new/article_5433ce9c-ece1-11e7-a792-9badc2f6a228.html
- “Then and Now” exhibit looks back at the past: <http://www.nbc11news.com/content/news/467463493.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.:*)

- **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 12** is the date for the Municipalities Dinner 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



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.