



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 23, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

Items on the agenda include: (1) an update on the sidewalk replacement program, (2) Planning & Development updates, (3) discussion on the code related to political signs, and (4) an update and discussion on various items related to lodging tax.

Fruita Police Department

I am proud of our officers and work they do to keep our community safe. Tuesday we celebrated the department's re-accreditation. As you are aware, and will see in the many news stories below, tragic events in our country at schools, threats within our school district and a recent incident late Thursday night in Fruita have definitely increased concerns with school security. Many of us have children in the school systems and this is close to home. It brings comfort that our department and with your support, the City of Fruita for many years has willingly funded school resource officers in addition to the district's security officers. Fruita has two dedicated School Resource Officers who are well known in both the schools and the community. It is also refreshing to know that they devote a considerable amount of time training on an ongoing basis.

The Police Department responded to an incident on Thursday night in the 900 block of 19 Rd in which a reportedly intoxicated and suicidal male was discharging a firearm within his residence. Due to the nature of the event, assistance was requested from the MCSO and GJPD SWAT teams. The male was not located in the residence; however the weapon was secured. Due to the proximity to the Fruita 8/9 and Fruita Monument High Schools, along with some misinformation circulating on social media, some residents expressed concerns for student safety. Police and School District personnel worked closely together. There was no connection to the schools, and no known threat to the schools. However, the Police and School District Security had an increased presence at the schools on Friday.

The Police Department also received an unrelated, vague, anonymous tip on Friday about "something" possibly occurring at a scheduled FMHS/GJHS basketball game Friday night. Given Thursday's events, along with a threat investigated by GJPD at GJHS, the decision was made to postpone the game until Saturday.

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

Election Update (cont.)

Election News: <http://www.fruita.org/citycouncil/page/2018-regular-municipal-election>. Candidate petitions have been submitted and certified. The City has 2 candidates for the Mayor's seat - Joel Kincaid and Mike Durden, and 5 candidates for the 3 Council seats – Kyle Harvey, Rudy Van Voorhees, Carolyn Gambino, Karen Leonhart and Lori Buck. The candidates' bios are on the City's website and will also be included in the next issue of the City Link. The Chamber is hosting a candidate forum on March 8 at 6 pm at the Community Center.

TID BITS:

- Congrats to Raspberry Hill and the Strayhorn Grill on their openings!
- Thanks to our crews who started work early (3am) earlier this week to clear primary roads from the snowfall.
- The Big Salt Wash Bridge structure for the trail was set Tuesday morning—work will continue on the full install—otherwise limited work has taken place on the trail this week due to excess moisture and muddy conditions.



- A small concrete replacement project was sent out for bid.
- The geotechnical investigation for the Highway 6 sewer interceptor project has been awarded to Hudleston Berry Engineering and Testing, LLC.
- We have a total of 22 planning clearances including 5 new homes.
- The Planner 1 and Code Compliance Officer Job descriptions are posted!
- The Chapter 8 Land Use Code Amendment for Bonus Density goes before City Council on March 6th.
- Current pending development projects in the review process include: the Fruita RV Resort, Soren Subdivision, Pinewood Subdivision, Imondi Wakezone, Iron Wheel, and Sunset Point Subdivision.
- Staff had a productive meeting last week with Mesa County to coordinate projects.

- We continue to work on the multi-year capital plan and staffing plan while identifying projects with future grant cycles. Much focus has been put into moving the Lagoon Redevelopment Concept Plan into reality.
- 438 participated in the annual Sweetheart Run Saturday!
- Flagging of about 2 miles of singletrack that will be off the new Kokopelli section of the Riverfront trail was completed Saturday.
- Sunday morning the Mayor, Dan and I were able to meet with a prospective company in town and GJEP to discuss opportunities in Fruita. This was a second visit.
- The new Accountant position is also posted.
- The Fruita Tourism Advisory Council met this week and set a planning session for April.
- The TABOR Review Committee's report that was approved by City Council last year had only been posted in the minutes but are now posted at the following link:
<http://www.fruita.org/bc/page/tabor-citizen-review-committee>
- We met with the Business Incubator this week on the Fruita-Works Co-working space progress—the space is 90% ready, remaining furniture should be delivered by end of next week, signs are ordered, and work is wrapping up with web and social media development, system and door hardware, etc.
- Have a great weekend!

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

- Her Story: Fruita Mayor Lori Buck: <http://www.kjct8.com/content/news/Her-Story-Fruitas-Mayor-Lori-Buck-474652083.html>
- Entrepreneurs work to create business hub in Fruita:
<http://www.kjct8.com/content/news/Building-a-food-business-community-in-Fruita-474797653.html>
- Hot Tomato owners aim to create “community of businesses” around shared philosophies: https://www.gjsentinel.com/news/business/hot-tomato-owners-aim-to-create-community-of-businesses-around/article_8e238798-1471-11e8-9f53-10604b9f6eda.html
- 11th annual Sweet Heart 5k and 10k: <http://www.westernslopenow.com/news/local-news/11th-annual-sweet-heart-5k-and-10k/977486937>
- Meet the man behind your favorite ski trail maps:
<http://www.5280.com/2018/02/meet-man-behind-favorite-ski-trail-maps/>
- Mesa County Democrats to hold gubernatorial forum Saturday at FMHS:
<http://www.nbc11news.com/content/news/474962393.html>
- 20th annual math extravaganza: <http://www.westernslopenow.com/news/local-news/20th-annual-math-extravaganza/987463823>

- HS Girls Basketball: Wildcats respond to critics:
<http://www.nbc11news.com/content/sports/474917763.html>
- Fruita takes one-seed in state playoffs: <http://www.westernslopenow.com/sports/local-sports/fruita-takes-one-seed-in-state-playoffs/986074891>
- Faster Internet speeds for some Western Slope residents:
<http://www.nbc11news.com/content/news/474780433.html>
- Law enforcement uses social media to talk about recent school threats:
<http://www.nbc11news.com/content/news/474847973.html> AND
<http://www.westernslopenow.com/news/local-news/message-on-school-safety/986637096>
- GJ airport could wear 'international' tag:
https://www.gjsentinel.com/news/western_colorado/gj-airport-could-wear-international-tag/article_95213614-179e-11e8-927b-10604b9f1ff4.html
- Fruita transplant wants to be Pueblo's mayor:
https://www.chieftain.com/news/pueblo/fruita-transplant-wants-to-be-pueblo-s-mayor/article_03ae2467-791d-5d3c-8642-99ef338b5619.html
- Contractors begin grappling with repairs to valley schools:
https://www.gjsentinel.com/news/western_colorado/contractors-begin-grappling-with-repairs-to-valley-schools/article_6cdefb7e-16d5-11e8-ad2a-10604b9f6eda.html
- D51 responds to safety measures: <http://www.westernslopenow.com/news/local-news/district-51-responds-to-safety-measures/983844503>
- Her Story: Grand Junction Regional Airport's Executive Director:
<http://www.kjct8.com/content/news/Her-Story--474896533.html>
- School attendance drops day after Fruita shooting incident:
<http://www.westernslopenow.com/news/local-news/school-attendance-drops-day-after-fruita-shooting-incident/983578775>
- Western Slope high schools posting extra security officers after gun scare:
<https://www.denverpost.com/2018/02/20/western-slope-high-schools-gun-scare/>
- Rollover forces overnight closure on I-70:
<http://www.westernslopenow.com/news/local-news/rollover-forces-overnight-closure-on-i70/982965283>
- Fruita names Ross as football coach:
<http://www.nbc11news.com/content/sports/474522083.html>

- Valley's schools ramp up security: https://www.gjsentinel.com/news/western_colorado/valley-s-schools-ramp-up-security/article_3fb64de2-160c-11e8-9cf1-10604b9f1ff4.html
- With league title in back pocket, Fruita eyes bigger prize: <http://www.westernslopenow.com/sports/local-sports/with-league-title-in-back-pocket-fruita-eyes-bigger-prize/982234205>
- D51 increasing security at all high schools starting Tuesday: <http://www.nbc11news.com/content/news/D51-increasing-security-at-all-high-schools-starting-Tuesday-474522333.html>
- Shirts call attention to suicide awareness: https://www.gjsentinel.com/sports/high_schools/shirts-call-attention-to-suicide-awareness/article_610b0dba-1482-11e8-9b83-10604b9f6eda.html
- Extra security at Fruita basketball games: <http://www.nbc11news.com/content/news/Extra-security-at-Fruita-basketball-games-474398383.html>
- Coping with recent school shootings: <http://www.westernslopenow.com/news/local-news/coping-with-recent-school-shootings/977999775>
- School threat made at Junction: https://www.gjsentinel.com/news/western_colorado/school-threat-made-at-junction/article_5c3fd0f2-13a8-11e8-9ccb-10604b9ffe60.html
- The house that teens built: https://www.gjsentinel.com/news/western_colorado/the-house-that-teens-built/article_5bd022c0-13a8-11e8-9167-10604b9ffe60.html
- Shooting fears cancel basketball game in Fruita: <http://www.westernslopenow.com/news/local-news/shooting-fears-cancel-basketball-game-in-fruita/977721814>
- Apparent suicidal man barricades self in Fruita home: <http://kekbfm.com/apparent-suicidal-man-barricades-self-in-fruita-home/>
- Coach Casebier leaving Fruita for Castle View: https://www.gjsentinel.com/news/western_colorado/coach-casebier-leaving-fruita-for-castle-view/article_6b3d4502-121e-11e8-9266-10604b9f6eda.html AND <http://www.westernslopenow.com/sports/local-sports/casebier-leaves-fruita-heads-to-front-range/974517193>
- Nurses honored for caring efforts: <http://thebusinesstimes.com/nurses-honored-for-caring-efforts/>

- Delegation promotes Grand Valley as outdoor recreation capital:
<http://thebusinesstimes.com/delegation-promotes-grand-valley-as-outdoor-recreation-capital/>

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.):*

- **Feb. 26** is a Community that Cares Key Leader/Community Board Meeting at the Community Center from 4 – 5:30 pm.
- **March 8** is the Chamber’s Mayor and City Council Candidate Forum at 6 pm at the Community Center.
- **March 10** is the annual Evening of Art Gala at 6:30 pm at the Community Center.
- **March 28** is the annual Easter Egg Scramble from 4-4:15 pm ☺ on the back lawn of the Community Center.
- **April 6** is the Fruita Parks & Recreation Youth Scholarship Golf Tournament at 9 am at Adobe Creek Golf Course.
- **April 14** is the Desert Rats Trail Running Festival.
- **April 21** is the 9Health Fair Expo at the Community Center from 8 am – noon.
- **April 26** is the annual Arbor Day event TBD.
- **May 4-5** is the 24th annual Fruita Fat Tire Festival and 18 Hours of Fruita.
- **May 6** is the Rose Hill Rally from 7 am – 2 pm with a bike aid station at Reed Park.
- **May 12** is the annual Girls on the Run regional 5K run beginning at 9 am at the Community Center.
- **May 18** is Colorado Bike to Work Day (earlier this year to accommodate cooler weather) from 6:30 – 9 am with breakfast provided at the Community Center by Family Health West.
- **June 1-2** is the annual Mike the Headless Chicken Festival.
- 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 1/30, 6PM-9PM
Friday 2/9 1PM-4PM FRUITA
Tuesday 2/27 1PM-4PM
Friday 3/9 9AM-12PM

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	2/22/18 3/29/18
Business Planning Write a plan to help ensure the success of your business	3/15/18
Internet Strategies Learn how to be accessible through the internet	2/8/18 3/22/18
Licensing License your business online	3/1/18 4/5/18
Cash Flows Learn how to do a cash flow budget using Excel	2/1/18 3/8/18



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

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.

March 23rd 1PM-3PM
2018 Cost \$35

Do what works for you, take one class for \$50 or both classes for \$75.

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
5-7 PM

GV Food Hub Meetup

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

Mar 29th
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 for one person
Cost: \$375 for two people

You can apply online, or pick up an application at The Business Incubator Center. To find out more about this class call 970-243-5242



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.