



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 2, 2018
Re: WEEKLY INFORMATION UPDATE

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970-858-0360

Groundhog Day 2018

Punxsutawney Phil did see his shadow today, meaning we have six more weeks of winter. Hard to believe with sunshine and 55 degrees outside, but our Public Works Department is keeping the snowplows ready just in case.

Tuesday's City Council Meeting

In addition to the consent agenda, we will have a VRBO Public Hearing, an introduction of first ordinances for some properties along Highway 6 & 50 to be rezoned from DMU to Commercial, and a presentation and consideration of an amendment to the Glade Park Water Users Association agreement. My informal review is also slated for Executive Session.

Outdoor Retailer Show

We joined a large contingent from the western slope to represent Colorado's outdoor capital at the first of many Outdoor Retailer shows in Denver last week. Mayor Buck, Councilor Kincaid, Ture Nycum and I had the opportunity to meet with a number of companies to discuss opportunities in Fruita and were stopped by many that saw our logo to talk with us. The combined partnership with other cities and entities in the valley was great and we will continue to follow-up with prospective leads.

USDA Listening Tour

Mayor Buck, Dan Caris and I attended a meeting with USDA staff, including State Director of USDA Rural Development Sallie Clark this week. Fruita, along with Clifton is under a 5-year classification review regarding eligibility for housing programs (direct and guaranteed loans). We are drafting comments to bring to City Council to submit prior to the March 1 deadline. It is important we outline the facts that we are far under the 20,000 population threshold and not contiguous to Grand Junction, (which seems to be the only reason Fruita's eligibility is being considered). We have also shared this information with the Chamber and will encourage others to submit similar comments to cogrhinquiries@co.usda.gov. For details, or questions about specific changes, people are asked to contact the Colorado Rural Development Housing Program staff at [\(720\) 544-2929](tel:7205442929). A copy of the USDA notice has also been

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

posted on their website at www.rd.usda.gov/co under the “Highlights” section.

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. I meet with the candidates for orientation Monday and the Chamber is hosting a candidate forum on March 8 at 6 pm at the Community Center.
- Pro/con statements for the TABOR revenue retention ballot question are due by February 16, 2018. The information that is received will be summarized and included in the TABOR Notice that is sent to voters prior to the election. Requirements for pro/con statements are on the City’s website. Please consider commenting.

Upcoming Road Closures in the Colorado National Monument (cont.)

Please see the information posted below regarding road closures in the Colorado National Monument.

TID BITS:

- Check out the Colorado Experience on Mountain Biking by RMPBS: <http://video.rmpbs.org/video/3008436315/>
- The City continues to see increased residential building activity. This month we have issued 16 new residential planning clearances.
- The Community Development Department has reached out to the Western Colorado Contractors Association (WCCA) and Home Builders Association (HBA) to get on a future agenda in an effort to increase communication on process and future development potential.
- Current pending development projects in the review process include: the Fruita RV Resort, Soren Subdivision, Pinewood Subdivision, Imondi Wakezone, Munchies Site Plan and Sunset Point Subdivision.
- Staff met with RTPO, Mesa County, and City of GJ on conference call with Duncan Associates for data gathering, discuss current fees and processes between the local entities, and schedule future milestones. Local data is to be provided back to consultant by the end of February. Consultant should finalize report in approximately 6 months.
- Regarding the Highway 6 sewer interceptor project: geotechnical investigation proposals were due this week and the UPRR utility crossing application has been submitted.
- Regarding the Cedar St Sewer/Irrigation/Drainage project, we did not receive much information on the update of the Mesa County-Drainage District lawsuit and are moving construction of the project to late summer-fall time frame when irrigation water is turned off.
- Regarding the construction of the Kokopelli section of the Colorado Riverfront Trail, we have a tentative delivery of the Big Salt Wash Bridge on 2/18 and Phase 2 surveying is underway with construction beginning 2/15.
- Local community members, COPMOBA, and Western Colorado Conservation Corps have been actively planning and aligning a single track trail along the new Kokopelli Section of the Colorado

Riverfront Trail. Trail building is scheduled to start on March 5th and last for five weeks with WCCC doing the lion's share of construction.

- Now that two risk factors and one protective factor have been identified in the CTC process, the Assessing Community Resources process is kicking into gear to determine if any organizations are offering programs that would help address these factors, and if not, what tested and effective programs could be put in place by the community to address these factors. This will be a 2-3 month activity but progress is being made.
- Slowness of the RecTrac system continues to be an issue at the FCC. Staff is working to resolve the issues with both ProVelocity and Vermont Systems.
- New Community Center gift cards are now available to the public to purchase.
- Parks staff is catching up on training this week by attending irrigation repair training (provided by GJ Pipe), chainsaw training (provided by Western Colorado Conservation Corps) and attending a equipment tradeshow. All is taking place in the Grand Valley.
- Road crews have been working on placing gravel and grading alleys throughout town.
- Annual Highway User Tax Fund report was submitted to the State this week, which documents the amount of streets maintained by the City to be used in calculations for how the HUTF revenues are distributed. The City saw a 1% increase in 2017 and now maintains 67.5 miles of streets.
- The new bar screen at the WWRF was installed late last year and the old bar screen was completely rebuilt this past week, so we now have two fully functional bar screens.
- Public Works has had a number of items be disposed of through auction these past few weeks and currently has house on the market.
- Police are investigating several storage unit burglaries that occurred in the last week.
- The Sculpture/Art Loan Program, Artist Thad Tuin and the Parks Crew installed the latest piece in downtown Fruita called "Beep, Beep, Let's Ride." The sculpture is on the corner of Aspen and Mulberry, next to Suds Brothers Brewery.



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

- Many candidates running for Fruita, Palisade posts:
https://www.gjsentinel.com/news/western_colorado/many-candidates-running-for-fruita-palisade-posts/article_4638ca2c-04ba-11e8-8688-10604b9f1ff4.html
- Clifton, Fruita may not meet rural loan criteria:
https://www.gjsentinel.com/news/western_colorado/clifton-fruita-may-not-meet-rural-loan-criteria/article_7d41dfca-03f9-11e8-afd2-10604b9f7e7c.html
- Fruita is one of Colorado's safest cities: <http://95rockfm.com/fruita-is-one-of-colorados-safest-cities/>
- Surplus of students stresses Fruita schools:
https://www.gjsentinel.com/news/western_colorado/surplus-of-students-stresses-fruita-schools/article_b6d251ec-0715-11e8-be06-10604b9f1ff4.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.):*

- **Tomorrow, Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7-10:30 pm.
- **Feb. 5** is the Mayor and City Council Candidate Orientation at 7 pm at the Community Center.
- **Feb. 8** you are invited to a sneak peak of the new Eureka! McConnell Science Museum at 5 pm. Please let Deb know if you plan to attend as an RSVP is required.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 12** the City is hosting the Municipality, School District and County officials' dinner at the Community Center at 6 pm (49 plan to attend).
- **Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- **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.
- 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>

Briefing Statement FY 2018

| | |
|--|---|
| Bureau: | National Park Service |
| Issue: | Construction on Rim Rock Drive |
| Member: | General Interest |
| Park: | Colorado National Monument |
| Key Points: | |
| <ul style="list-style-type: none"> • Jan. 29 to Feb. 28, Rim Rock Drive will close between Artist’s Point and Highland View (approx. 1 mile) to completely re-construct a portion of the road that is failing. • From March thru the end of July, construction repairs will be made on the East Hill, from the East Entrance to the point that the road exits the monument on Glade Park Road (about 5 miles). • Visitors will be advised to take alternate routes to avoid delays for the East Hill project. • Park staff is working with the county, local officials and media to communicate road closure information. Park staff also developed a brochure to hand out to visitors/partners, which highlights where the closures and delays will occur. • The project is funded through the Federal Highway Administration. | |
| Background: | |
| <ul style="list-style-type: none"> • A section of road between Artist’s Point and Highland View – 100+ yards – has been repaired multiple times and continues to fail due to expansive clay soils. • The East Hill has multiple areas with minor road failures, sluffing, pavement cracking, curb failures, and other maintenance needs, and has not received comprehensive attention. | |
| Current Status: | |
| <ul style="list-style-type: none"> • The contractor, Old Castle SW Group, Inc., is local to the Grand Junction area and has experience working on other National Park Service projects. • The pre-construction conference was held Jan. 18, and the contractor elected to start signing the work site Jan. 29. • Public outreach and communications started immediately after the pre-construction conference, and will continue through July. | |
| Contact Person: | Superintendent Ken Mabery, 970-858-3617 x301 Ken_Mabery@nps.gov |
| Last Updated: | February 1, 2018 |

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