



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 9, 2018
Re: WEEKLY INFORMATION UPDATE

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City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

New Directional Sign

Last week Public Works was able to install a new directional sign on Highway 340 coming north into downtown.



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.

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

TID BITS:

- Fruita sales tax numbers for December 2017 were up 14% above Dec. 2016. For the year 2017 was up 12% over 2016.
- Undersheriff Rusty Callow has announced his retirement from the Mesa County Sheriff's Office and Captain Todd Rowell will fill the Undersheriff position.
- Interim Fruita Chamber of Commerce Director Mindy Rigsby has taken another job elsewhere and the Chamber has posted an ad for applications on their website.
- I had the opportunity last week to sit on a panel with Colorado Tourism Office Director Cathy Ritter on the topic of blending economic development and tourism efforts at the 2018 Saving Places Conference at the Colorado Convention Center in Denver.
- Police is working with several other agencies locally and on the Front Range regarding a spree of auto thefts in which several vehicles were both recovered and stolen in Fruita.
- Police managed to apprehend Preston Blackwood, who had been on the run for several weeks and had numerous felony warrants.
- There may be some photos floating around out there of cops on playground equipment and playing tag. Officers have been visiting the elementary schools to have lunch and hang out with the kids.
- Public Works reviewed a request from Frank Henry to add an immersion cleaner process and issued a letter on Tuesday allowing discharge of this process water to the sewer system within specified limits.
- Public Works is in the interviewing stages for a Fleet Technician and Custodian.
- The Planner 1 and Code Compliance Officer job descriptions have been posted. We are excited to start getting applicants and working towards building our team.
- Current pending development projects in the review process include: the Fruita RV Resort, Soren Subdivision, Pinewood Subdivision, Imondi Wakezone, and Sunset Point Subdivision.
- Iron wheel Subdivision submitted their preliminary plan for review on 2/2/18.
- The Chapter 8 Land Use Code Amendment for Bonus Density is scheduled for Planning Commission 2/13/18 and City Council in March.
- Don't forget – you have one more week to train for the Sweetheart 5k or 10K race on February 17th. Oh and don't forget to sign up as well. Quick reminder that there is not a Health Expo at the Sweetheart Race this year. The 9News Health Fair is taking its place and will be held in April. Community Center Staff does a great job at working with community partners to offer these great events!!!
- The Community Center gymnasium will be closed on Friday evening and all day Saturday (February 10th) in preparation for the Fruita Chamber of Commerce Annual Awards Banquet.
- The bridge for the Kokopelli section of the Riverfront trail should be here between the 12th and 18th.
- Crews will be out Feb 17 flagging for singletrack trail along the new trail.
- Congrats to Henry Hemphill who received the January 2018 Employee of the Month award. Thanks Henry for all you do!

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

- Book Notes—Lithic Bookstore and Gallery: https://www.gjsentinel.com/entertainment/book-notes-feb/article_ad35acfe-0979-11e8-9b04-10604b9f6eda.html
- Biz Buzz—New Boutique Raspberry Hill in Fruita: https://www.gjsentinel.com/news/business/biz-buzz-feb/article_33a39e62-0971-11e8-ad33-10604b9ffe60.html
- Making reading a little less “ruff”: Well-trained pooches help Colorado kids with literacy skills: <https://www.denverpost.com/2018/02/03/dog-ears-program-colorado-reading/>
- Mooning over Moon Farm: https://www.gjsentinel.com/news/western_colorado/mooning-over-moon-farm/article_7233e7e8-08b0-11e8-8d91-10604b9f6eda.html
- New bike film aims to capture the epic story behind Fruita’s growing mountain bike scene: <https://www.outtherecolorado.com/new-film-aims-capture-epic-story-behind-fruitas-growing-mountain-bike-scene/>
- Family Health West Pink Night a Success! <https://fmhsathletics.com/2018/02/07/family-health-west-pink-night-a-success/>

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. 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.
- **Feb. 19** (Monday) City offices are closed in observance of President’s Day.
- **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>

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 gincubator.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, Heidi Boag, 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.

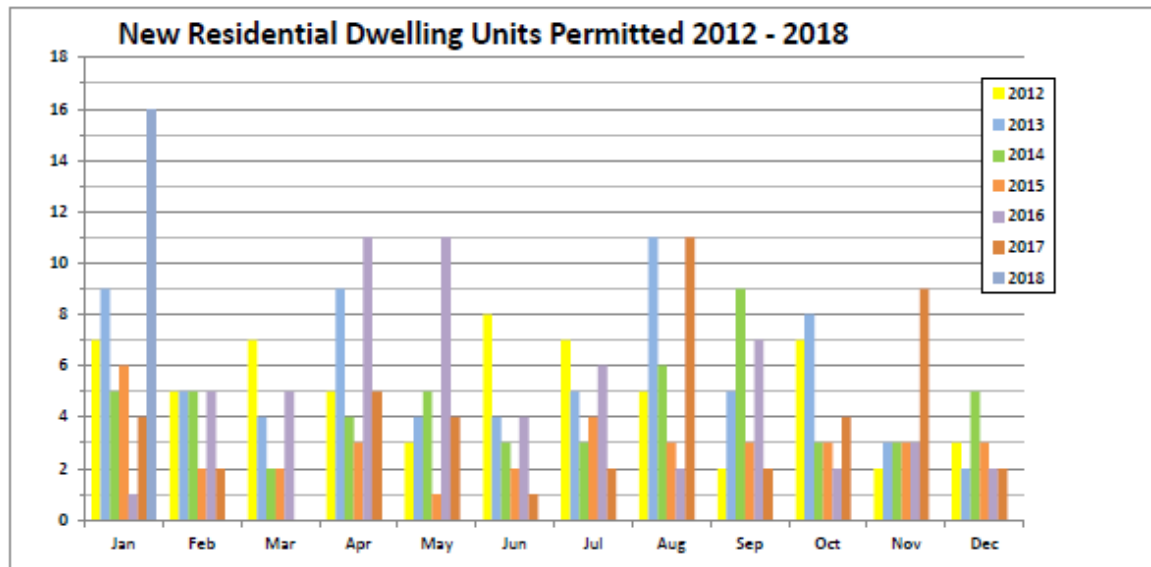
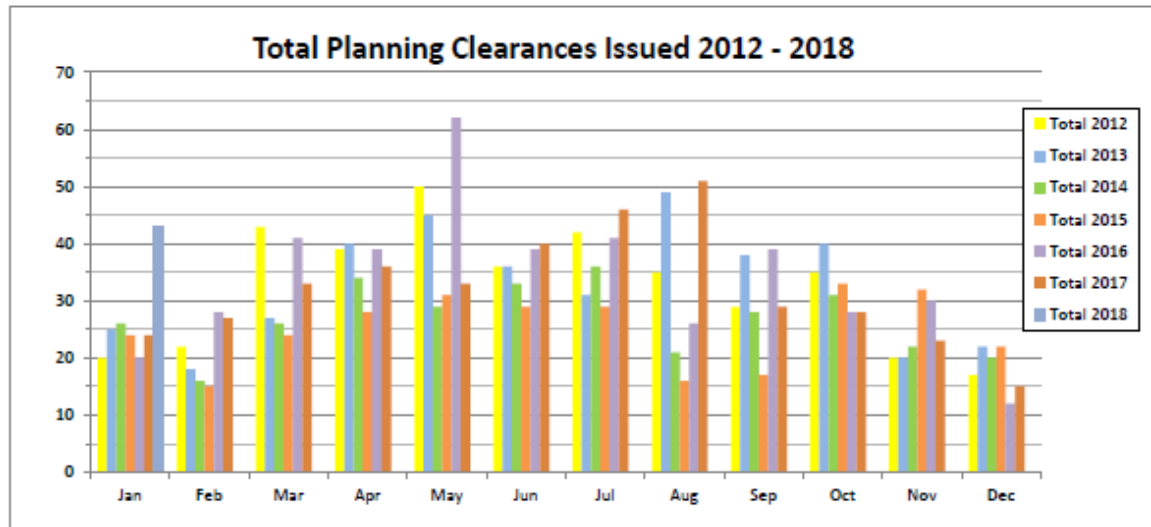
Who can participate? Anyone looking to start a business or needs help strategically with their business.

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

MONTHLY DEVELOPMENT REPORT 2018

RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED															
	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	Total 2018	RES 2018	RES AVE
Jan	20	7	25	9	26	5	24	6	20	1	24	4	43	16	6.9
Feb	22	5	18	5	16	5	15	2	28	5	27	2			4.0
Mar	43	7	27	4	26	2	24	2	41	5	33	0			3.3
Apr	39	5	40	9	34	4	28	3	39	11	38	5			6.2
May	50	3	45	4	29	5	31	1	62	11	33	4			4.7
Jun	36	8	36	4	33	3	29	2	39	4	40	1			3.7
Jul	42	7	31	5	36	3	29	4	41	6	46	2			4.5
Aug	35	5	49	11	21	6	16	3	26	2	51	11			6.3
Sep	29	2	38	5	28	9	17	3	39	7	29	2			4.7
Oct	35	7	40	8	31	3	33	3	28	2	28	4			4.5
Nov	20	2	20	3	22	3	32	3	30	3	23	9			3.8
Dec	17	3	22	2	20	5	22	3	12	2	15	2			2.8
	388	61	391	69	322	53	300	35	405	59	385	46	43	16	48.43



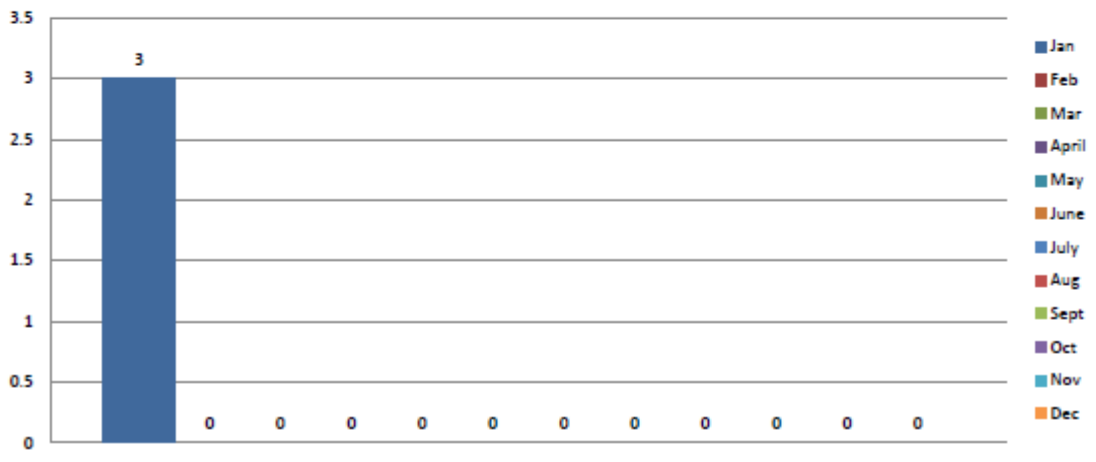
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobility	Porch/Patio	Misc.	Total
Jan	7	0	1	2	9	3	1	0	1	1	1	0	0	17	43
Feb															0
Mar															0
April															0
May															0
June															0
July															0
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	7	0	1	2	9	3	1	0	1	1	1	0	6	17	43

Break Down of New Code Enforcement Issues 2018

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	0	0	0	0	0	0	1	0	0	0	2	3
Feb													0
Mar													0
April													0
May													0
June													0
July													0
Aug													0
Sept													0
Oct													0
Nov													0
Dec													0
YTD	0	0	0	0	0	0	0	1	0	0	0	2	3

Breakdown of New Code Enforcement Issues 2018





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.