



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 16, 2018
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

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

Tuesday's City Council Meeting

The meeting begins with a presentation by Lower Valley Fire District Chief Frank Cavaliere regarding the LVFD referred ballot issue in May seeking a mill levy increase. Following the consent agenda, City Engineer Sam Atkins will provide an update on all 2018 capital projects.

Best of the Rockies Results--#GoFruita #WestslopeBestslope

While Fruita has been voted by readers as a top Colorado Adventure Town the past three years, voters definitely took the opportunity to get specific voting in winners and runners up for some area attractions in the recent Best of the Rockies poll: <http://www.elevationoutdoors.com/best-rockies-2018/>. Hot Tomato, Jen Zeuner, Horsethief Bench mountain bike trail, North Fruita Desert/18 Road campground, Colorado National Monument road bike ride and campground, Colterris, Devon Balet, and Ruby Horsethief river trip!

Election Update (cont.)

Ballots were delivered to the Post Office on Monday, March 12. 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 hosted a candidate forum on March 8 at 6 pm at the Community Center that was well attended by 50-60 people and the theme of the night was very positive.

TID BITS:

- Below is the updated Community Development Monthly report.
- The Colorado Riverfront Concert series has announced the three summer concerts at the state park:

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

- Thursday, May 24th – Chris Hillman & Herb Pederson
- Thursday, June 14th – John McEuen
- Thursday, August 9th – The Bellamy Brothers
- See the latest update on Colorado National Monument road construction below.
- Initial Accountant interviews are underway.
- Election ballots were sent out Monday and ballot boxes are already receiving completed ballots at the Civic Center. The County will also be assisting in the initial logging and verifying of signatures.
- Human Resources is busy with multiple recruitments.
- Construction is underway on the walls for the Kokopelli section of the Riverfront Trail along Reed Wash.
- Staff will present the Federal Mineral Lease District grant for Cedar Way on March 21.
- Police are investigating a rash of random vandalisms in which someone shot out several business or car windows with what appeared to be a BB or pellet gun, and also graffiti on the Big Salt Wash Trail.
- Clean-up work along the Little Salt Wash was worked on this week by the Tamarisk Coalition and LVFD.
- The Arts & Culture Board's Evening of Art Gala was a success Saturday and well-attended. Thanks for all the hard work!
- Ture Nycum and I were able to participate with local businesses in a thorough and applicable training Sunday that covered specific tools to align principles, culture, systems with vision to achieve consistent results.
- We continue to meet with prospective businesses and the Planning Department is busy with multiple development application reviews.
- New furniture has been delivered to the F-Works co-working space in the Civic Center and the Business Incubator has been at work prepping the space for a soft open at the end of the month and a grand opening at a date to be determined in April.

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

- Firefighters spark a conversation for funding:
<http://www.westernslopenow.com/news/local-news/firefighters-spark-a-conversation-for-funding/1040339315>
- Bank branch president joins Family Health West board:
<http://thebusinesstimes.com/bank-branch-president-joins-family-health-west-board/>
- National Monument East entrance to close for construction:
<http://www.nbc11news.com/content/news/476757913.html>
- West Slope youth corps to share in funding: <http://thebusinesstimes.com/west-slope-youth-corps-to-share-in-funding/>
- Family Health West and Mesa Mall promote walking;
<http://thebusinesstimes.com/family-health-west-and-mesa-mall-promote-walking/>

- Lower Valley FD pushes for mill levy increase for upgrades: <http://www.nbc11news.com/content/news/476618863.html>
- Signing up for solar: <http://www.westernslopenow.com/news/local-news/signing-up-for-solar/1034683847>
- Skiing Colorado—the resort hidden on the Grand Mesa: <http://gazette.com/skiing-colorado-the-resort-hidden-on-the-grand-mesa/article/1622527>
- Tariffs bring twist to Trump’s kinship with energy industry: https://www.gjsentinel.com/news/western_colorado/tariffs-bring-twist-to-trump-s-kinship-with-energy-industry/article_95ac12fa-253d-11e8-a884-10604b9ffe60.html
- Trade issues, tariff hit home for local drill pipe manufacturer: https://www.gjsentinel.com/news/western_colorado/trade-issues-tariff-hit-home-for-local-drill-pipe-manufacturer/article_889d257c-253d-11e8-b8c7-10604b9ffe60.html
- Printed letters—March 11, 2018, Fruita Referred Issue A; https://www.gjsentinel.com/opinion/printed-letters-march/article_c4ae9b18-24ca-11e8-a33a-8755cf568d7d.html
- 11th annual Farm and ranch day held in Fruita: <http://www.nbc11news.com/content/news/476469583.html>
- Permitted burn gets out of control in Fruita due to wind: <http://www.nbc11news.com/content/news/Permitted-burn-gets-out-of-control-in-Fruita-due-to-wind-476465333.html>
- Fruita hospital to bring back 9HealthFair, low-cost blood draws: https://www.gjsentinel.com/news/fruita-hospital-to-bring-back-healthfair-low-cost-blood-draws/article_b920398c-2489-11e8-b12b-8bb01b5463c3.html
- No ifs, ands, or “butts” Utah Fossil changing history: <http://www.kjct8.com/content/news/No-ifs-and-or-butts-about-it-Utah-fossil-rewriting-history-476440363.html>
- Cedar Point Health & Urgent Care now open in Fruita: <http://www.nbc11news.com/content/news/476425543.html>

Anvil Points Funds:

- GJ Sentinel Editorial: https://www.gjsentinel.com/opinion/editorials/money-comes-home/article_c26acf78-27ec-11e8-a88c-10604b9f6eda.html?utm_medium=social&utm_source=email&utm_campaign=user-share
- Persistence pays off: https://www.gjsentinel.com/opinion/editorials/money-comes-home/article_c26acf78-27ec-11e8-a88c-10604b9f6eda.html?utm_medium=social&utm_source=email&utm_campaign=user-share

- Rankin forced to fast-track bill on Anvil points in Legislature:
https://www.gjsentinel.com/news/western_colorado/rankin-forced-to-fast-track-bill-on-anvil-points-in/article_868bf0ee-274d-11e8-8bae-10604b9f6eda.html?utm_medium=social&utm_source=email&utm_campaign=user-share
- A broken promise finally kept: https://www.gjsentinel.com/opinion/columns/a-broken-promise-finally-kept/article_894bebd4-28ad-11e8-a678-10604b9f7e7c.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.):*

- **March 20** the St. Mary's Bloodmobile will be at the Civic Center from 1:30 – 3:30 pm accepting blood donations.
- **March 21** is the next Business Toolbox on Business Law with Fruita Attorney Bryce Lee at the Community Center Peach room from 7:30 – 9:00 am.
- **March 21** is the AGNC Board meeting in Palisade (341 West 7th St) from 9:00 am – 1:30 pm.
- **March 28** is the annual Easter Egg Scramble from 4-4:15 pm ☺ on the back lawn of the Community Center.
- **March 30** City Offices are closed in observance of Good Friday.
- **April 6** is the Fruita Parks & Recreation Youth Scholarship Golf Tournament at 9am 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 7am – 2pm with a bike aid station at Reed Park.
- **May 12** is the annual Girls on the Run regional 5K run beginning at 9am at the Community Center.
- **May 18** is Colorado Bike to Work Day (earlier this year to accommodate cooler weather) from 6:30 – 9am with breakfast provided at the Community Center by Family Health West.
- **June 1-2** is the annual Mike the Headless Chicken Festival.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2018** 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 2/27 1PM-4PM
Friday 3/9 9AM-12PM
Tuesday 4/3 9AM-12PM
Tuesday 4/17 1PM-4PM

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	4/26/18
Internet Strategies	3/22/18
Learn how to be accessible through the internet	4/19/18
Licensing	3/1/18
License your business online	4/5/18
Cash Flows	3/8/18
Learn how to do a cash flow budget using Excel	4/12/18



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.

April. 16th
1PM-2:30PM

Business Valuation

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide the opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment!

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 Rice, 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.

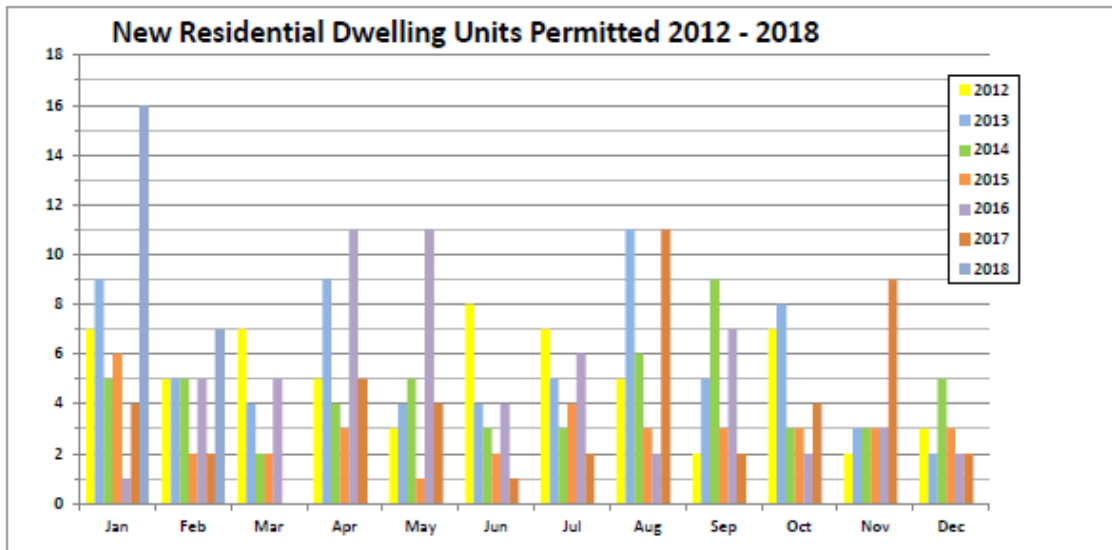
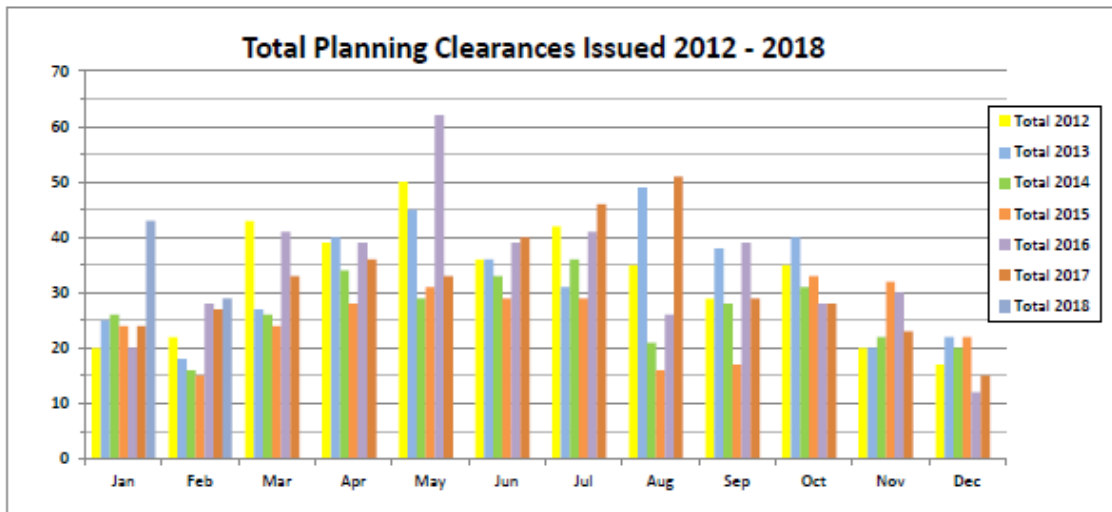
Who can participate? Anyone looking to start a business or needs help strategically with their business.

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	29	7	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	36	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	72	23	49.43	



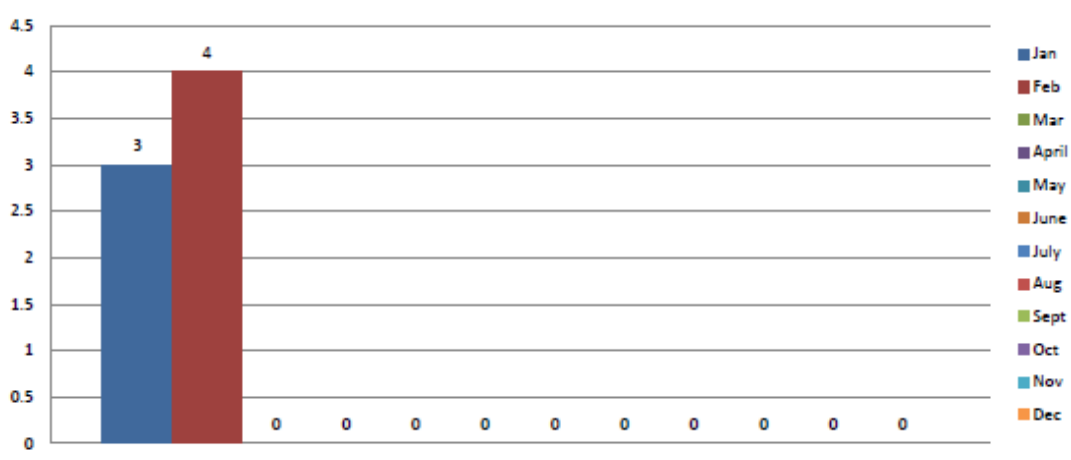
Break Down of other Development Permits Issued 2018

	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	7	0	1	2	6	3	1	0	0	0	0	0	0	9	29
Mar															0
April															0
May															0
June															0
July															0
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	14	0	2	4	15	6	2	0	1	1	1	0	6	26	72

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	0	0	0	0	0	0	0	0	0	0	4	4
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	6	7

Breakdown of New Code Enforcement Issues 2018



Road Construction on Rim Rock Drive has been, and continues to be the most significant happening. The monument conducted extensive public outreach during January to inform the local public, and talk about necessary traffic delays and re-routing. The local contractor started work on the first of February. Although we had quite good weather for most of the month, there were a few days that the contractor could not work, and they encountered unforeseen circumstances (of course). The excavation between Artist Point and Highland View was much more complex than the engineers projected, requiring more time.

It is now projected that the contractor will be finished with this section by March 10th. After that date, they will move over to the East Hill part of the project. The contract requires that the current road surface be pulverized, down to sub-grade material. The resulting road surface will be very loose gravel for a period of 6 weeks and possibly more. As this is being written, we are still working on ways to insure vehicle safety along with an effective and safe work site on the narrow, winding roadway. We have reached out to the Glade Park community for their thoughts.

Currently, the contract allows work to go through the end of July.

Because of the mild winter, the monument experienced a little more visitation than our winter average - including a few campers. Nice weekend days have seen significantly more visits than usual. Big Horn lambing has occurred and lambs are often seen on the West Hill; occasionally on the East Hill in the vicinity of Upper Serpents Trailhead and the Tunnel.

We are looking forward to welcoming and orienting the new Tourism CEO Elizabeth Fogarty on March 12th.

Ken Mabery
Superintendent
Colorado National Monument



This the first day of construction on the East Hill saw a lot of progress before noon when these pictures were taken. Note the size of the equipment. This is one of the sections that has to be excavated below current grade to remove unstable soils.

Work is also taking place at the Entrance Station today: removal of pavement on the in-bound lanes in preparation for pouring a concrete slab.





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.