



FRUITA COLORADO

Weekly Info Update



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

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Emergency Response to School Lockdowns

Once again I applaud the Fruita Police Department and also all other local agencies in their partnership and swift response to a report that was taken very seriously to protect students at Fruita schools on Wednesday. Fortunately, all were safe and the report turned out to be unsubstantiated, but we know that those involved went through something very real during those hours and I am proud to see how well the Police Department, School District and partner agencies responded and coordinated with each other. My heart goes out to the students, teachers/staff and parents during those hours and I appreciate their patience and support. Below is the timeline the agencies jointly released to the media Wednesday:

- At 8:20 a.m. Fruita Police received a report about a man possibly pointing a gun at someone at the Maverick Gas Station. The initial report says the suspect was seen walking toward the high school. Given the incident was alleged to have taken place in close proximity to schools, both Fruita Monument High School and Fruita 8/9 were put on shelter-in-place as a precaution.
- At 8:36 a.m. law enforcement received a Safe2Tell tip about a possible threat to Fruita Monument High School. Law Enforcement was already on scene because of the shelter-in-place and did not see or hear anything that would indicate a possible shooter or a threat to the school. Still, both 8/9 and the High School were placed on lockdown as a precaution.
- Law enforcement went in both schools and checked every classroom to verify there was no threat to the school.
- While law enforcement officers were ensuring the safety of students, the investigation into the initial incident at the Maverick continued. The Fruita Police Department learned, after speaking with a young juvenile with whom the report is believed to have originated from, the alleged incident did not occur today as initially reported. Rather today's incident was just a sighting of a person thought to have pointed a gun several days ago, at a different location. While Fruita Police are still investigating, officers now believe the incident did not occur as reported.
- To be clear, Fruita Police believes there was never a gunman near Fruita Monument High School or Fruita 8/9 related to this incident.

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

- Several area agencies responded including the Fruita Police Department, Mesa County Sheriff's Office, Grand Junction Police Department, School District 51, Colorado State Patrol, Colorado Parks and Wildlife, Colorado Department of Transportation, ATF, Homeland Security, and ICE.
- We are confident there was never a gunman, never a shot fired and never an active shooter. We take this situation very seriously. We take your children's safety seriously.
- The other schools in Fruita did not go into lockdown, but did have officers there as a precaution.
- Almost all students were reunified with their parents shortly after 1:00 p.m. A handful of students whose parents could not make it at the time of reunification were kept safe at school until their parents could arrive. We know it's a long process, but we thank parents for their patience and their cooperation. Students who had to leave backpacks at school can retrieve them when school reopens in the morning.
- We'd also like to thank Victory Life Church for providing drinks, snacks and a place for parents wait for their students before the reunification process began.
- We are confident there is no evidence of a threat to students. School and activities will go on as scheduled tomorrow.

Welcome Jennifer Seal, new Fruita Chamber Director!

We are happy to welcome Fruita resident, Jennifer Seal as the new Fruita Chamber Director. We have worked with Jennifer during her time at the Grand Junction Economic Partnership and are excited to continue working with her in this capacity. For more info, please see the Chamber newsletter:

<http://fruitachamber.org/wp-content/uploads/2018/03/Newsletter-March-draft.pdf>

Community Center Debt Update

Deb Hinsvark with Ehlers, the City's Financial Advisor, contacted the City last week with the news that it is now possible to do an advance refunding on the City's 2009B FCC Build America Bonds if the City gives up the interest subsidy. Numbers have been run and staff is currently evaluating the potential for a 2018 advance refunding versus waiting until 2019 when the bonds can be refunded under a current refunding scenario. A quick analysis shows a 5% savings (compared to an 11% to 12% savings under scenarios we looked at last year) and that interest rates would have to go up 70 basis point (7/10th of a percentage point) between now and July of 2019 to make it more advantageous to do the advance refunding now vs the current refunding in 2019. Rates have risen about 40 basis points in the last 4 months. Will keep you posted.

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 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:

- Congrats to Todd Patton, who celebrated his 30th year anniversary with the City
- Thursday!
- Congrats to Henry Hemphill who has been promoted to Planner after an open search and hiring process.
- January City sales tax revenue was up 6% over January 2017.
- We submitted a small grant request from AGNC this week to request an additional \$9,000 for the improvements to the roundabouts.
- Cedar Way Infrastructure Project - Grant application submitted this week for FMLD for additional funding necessary for full construction of the project. Anticipation of advertising the project in late summer.
- Concrete repairs at Reed Park – concrete at the bathroom building has been removed and replaced this week to correct areas where doors were sticking because of heaving soils.
- Hwy 6 Sewer - still working on geotechnical investigation and CDOT permitting.
- Kokopelli Trail – The soil nail wall is in the process of being installed near Reed Wash. Contractor should be bringing in a conveyor to transport excess soil from west of Reed Wash to the east side which eliminates long haul routes trucking material back to the interchange and then around to 15 Road. Grading and soil compaction for the area between Reed Wash and 15 Road continues.
- The City continues to see increased residential building activity. This month we have issued 7 new residential construction planning clearances.
- Current pending development projects in the review process include: the Fruita RV Resort, Soren Subdivision, Pinewood Subdivision, and Sunset Point Subdivision.
- Staff has created a new Pre-Application form for developers to fill out prior to a development review meeting. This helps the developer get more consistent feedback from one source, rather than information from multiple parties.
- We had a great meeting and tour with two business prospects today.
- Email system was upgraded and this week was spent working through growing pains—thanks for your patience.
- We continue to work with partners planning The Trails Summit to be held in Fruita this fall.
- Staff submitted comments to the County’s proposed Exempt Subdivision Text Amendment that has serious impacts to urban growth and long-term plans and agreements.
- Western Colorado Conservation Corp (youth corp), finished up their chainsaw training for their new 2018 crews at Snooks Bottom Open Space last week. They practiced their skills while removing Tamarisk and Russian Olive trees – a win-win for both WCCC and the City of Fruita.
- WCCC crews have moved out west to start constructing the single-track trail along the Kokopelli Section of the Colorado Riverfront Trail. They’ll be out there for the next five weeks creating single-track goodness.
- Parks staff, with much appreciated help from Public Works staff, have been working on fixing a domestic water line break at Little Salt Wash Park. It’s been difficult tracking down where the break is (ten feet in the ground).
- Tickets for the Evening of Art are still available and can be purchased at the door on Saturday night. The Gala starts at 6:30 pm at the Fruita Community Center.
- We are currently hiring for the Accountant position (reviewing applications), seasonal workers for Parks & Public Works and a Daytime Custodian for the Community Center.

- The 2017 Worker's Compensation Payroll Audit was completed and submitted this week.
- See the monthly development report below.

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

- Email letters—Fruita Issue A: https://www.gjsentinel.com/opinion/email-letters-march/article_555ac844-23d6-11e8-8b22-9f2012506682.html
- Fruita council hopefuls speak at forum: https://www.gjsentinel.com/news/western_colorado/fruita-council-hopefuls-speak-at-forum/article_718308d0-2370-11e8-afb3-10604b9f6eda.html
- Fruita Council & Mayor Candidates answer community questions: <http://www.westernslopenow.com/news/local-news/fruita-council-mayor-candidates-answer-community-questions/1023321513>
- Mesa County real estate market shows improvements: <http://www.nbc11news.com/content/news/476326173.html>
- Local parks and recreation departments need more workers: <http://www.nbc11news.com/content/news/476327103.html>
- Grand Junction looking to add more resource officers at schools: <http://www.kjct8.com/content/news/Grand-Junction-looking-to-add-more-officers-in-schools-476202113.html>
- FMHS helps low income students: <http://www.nbc11news.com/content/news/475909563.html>
- Athlete of the week: Fruita Girls Basketball: <http://www.nbc11news.com/content/sports/475885483.html>
- Community gives input on possibility of GJ Rec Center: <http://www.kjct8.com/content/news/Will-Grand-Junction-get-a-rec-center-Community-gives-input-475880943.html>
- Eyes on ag lands: https://www.gjsentinel.com/news/western_colorado/eyes-on-ag-lands/article_519205ac-1f7a-11e8-8cd6-10604b9f7e7c.html
- About water asset management: https://www.gjsentinel.com/news/western_colorado/about-water-asset-management/article_4efe2028-1f7a-11e8-a77f-10604b9f7e7c.html
- D51 students plan walkout, march: https://www.gjsentinel.com/news/western_colorado/d-students-plan-walkout-march/article_524eceda-1f7a-11e8-bc35-10604b9f7e7c.html
- D51 to add extra security to elementary schools: <http://www.westernslopenow.com/news/local-news/d51-to-add-extra-security-to-elementary-schools/1004539301>

- Police nab fugitive after 8-week run: https://www.gjsentinel.com/news/western_colorado/police-nab-fugitive-after--week-run/article_bba28be4-21d5-11e8-a4ee-10604b9f6eda.html
- LVFD responds to House Fire: <http://www.westernslopenow.com/news/local-news/lvfd-responds-to-house-fire/1026143071>
- Pat Ament is a real rock star: <http://www.5280.com/2018/03/pat-ament-is-a-real-rock-star/>

Fruita lockdown:

- Dealing with threats is a no-win scenario: https://www.gjsentinel.com/opinion/editorials/dealing-with-threats-is-a-no-win-scenario/article_61198e9e-232d-11e8-84e7-10604b9f7e7c.html
- Students say they waited for hours during Fruita lockdown: <http://www.nbc11news.com/content/news/Some-students-worried-they-were-left-possibly-forgotten-during-Fruita-lockdown-476327463.html>
- Students, parent reunited after 3-hour lock down situation: <http://www.nbc11news.com/content/news/476188033.html>
- Fruita schools dismissed after lockdown: https://www.gjsentinel.com/news/fruita-schools-dismissed-after-lockdown/article_7d9cbcf-223c-11e8-8d58-67e6a22a8078.html
- A timeline of events from the Fruita school incident: <http://kool1079.com/a-timeline-of-events-from-the-fruita-school-incident/>
- Parents watch, fear the worst during lockdown situation: <http://www.kjct8.com/content/news/Locked-down-and-locked-out-parents-feared-the-worse-as-reports-of-man-with-a-gun-was-nearby-school-476189963.html>
- Fruita incident on Montrose school district's radar: http://www.montrosepress.com/news/fruita-incident-on-montrose-school-district-s-radar/article_616a174e-2286-11e8-abd7-7384fbdfab6e.html
- Ungrounded threats panic Fruita: https://www.gjsentinel.com/news/western_colorado/ungrounded-threats-panic-fruita/article_f04f0088-229e-11e8-aa47-10604b9ffe60.html
- Sheriff—No gunman at Fruita schools: https://www.gjsentinel.com/breaking/sheriff-no-gunman-at-fruita-schools/article_f481acf0-221c-11e8-9b2e-2ff2b06639ab.html
- Fruita schools put on lockdown: <http://www.westernslopenow.com/news/local-news/fruita-schools-put-on-lockdown/1017632734>

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, 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 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 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.