



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 13, 2018
Re: WEEKLY INFORMATION UPDATE

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970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Meeting

The agenda begins with old City business with the current City Council, then a recess to enjoy refreshments and celebrate the outgoing and incoming Council members and Mayors before swearing in the new Mayor and City Council, acting on new City business and selecting a Mayor Pro Tem and process of appointing a City Council member to fill the new vacancy on City Council.

TID BITS:

- Mayor Buck and Ture Nycum spent some time with the regional Recreation staff with the BLM Wednesday sharing about our strong partnership with the local office and planning efforts at the North Fruita Trailhead.
- The Business Incubator Center will be hosting the grand opening of the F-Works Co-working space in the Fruita Civic Center on April 20 at 10 am.
- The Mesa County Federal Mineral Lease District has changed their monthly board meeting to April 25 to announce grant awards and host an Anvil Points workshop.
- I signed a joint letter with CMU President Tim Foster and GJ City Manager Greg Caton to request the Federal Mineral Lease District consider using the Anvil Points revenue to establish a permanent fund in order to help provide grants in perpetuity rather than use as one-time grant funds. The letter is below.
- The Downtown Advisory Board recently hosted a meeting with downtown businesses that are connected to the north Aspen Alley between Peach and Mulberry to discuss ways to improve the ambiance of the alley. Please see the responses from Planning Director Dan Caris to the DAB below.
- This week is National Telecommunicator Week. The Grand Junction Regional Communications Center had their awards ceremony on Wednesday. In addition to presenting awards for Supervisor, Communication Training Officer, and Telecommunicator of the year, they also celebrated the 50th anniversary of 911 services in the US.
- City Staff met with CDOT this week in response to a complaint about the Highway 340 northbound traffic turning right at Aspen Avenue at a high rate of

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

speed. The two groups are working together to come up with a solution to the issue.

- Kokopelli Phase II Trail – Soil Nails for wall at Reed Wash area completed. Shotcrete for wall to be completed by next week.
- Irrigation leak repair in patio area north of Aspen Street Coffee repaired this week. Concrete replacement scheduled for next week.
- Chip seal for 2018 to start May 7. The City is working jointly with Mesa County again this year to reduce costs.
- Repair to erosion around outfall at Purple Plum Court to Little Salt Wash completed.
- The Wastewater Reclamation Facility sold its first 10 yards of biosolids at \$20/yard.
- Engineering is working on plans for the Rim Rock Trail with a construction scheduled for this summer while school is not in session.
- The Education Team has created the Civics Academy which is scheduled for May 3rd. 7th grade students from Fruita Middle School will shadow various departments to get a better understanding of what goes on within the City.
- The flashing crosswalk signage is being installed at the Fremont Street and Ottley Ave. intersection with the anticipation that it will be fully functional with push button activation by next week.
- High winds and rain caused some street sign damage last weekend. Public Works crews have been re-installing these signs throughout the week.
- City-run irrigation water is ramping up for full operation by Monday, April 16.
- The City continues to see increased residential building activity. In March the City issued 13 new residential construction planning clearances.
- Current pending development projects in the review process include: the Fruita RV Resort, Iron wheel, Griffin Minor Subdivision, FHE Site Design, Pinewood Estates Final Plat, Wicked Wrench CUP, Dolan Storage Units Site Design, Soren Estates Final Plat and Adobe Falls Final Plat.
- The Planning Technician position closed on April 9 and interviews are being scheduled.
- The Code Compliance Officer, the Accountant, and a couple of Seasonal positions in Parks and Public Works are still open and recruitment continues to fill these positions.
- The Fruita Tourism Advisory Council had their Planning Session on Friday, April 6 and the changes presented to the bylaws were passed by vote. City Council will review Tuesday night.
- A second break was repaired in the downtown irrigation system. Concrete was removed and the break was found in front of Aspen Street Coffee. The system has been started and it appears the system is working for now. Concrete at the two locations will hopefully be replaced sometime next week.
- The education committee continues to plan the first ever Civics Academy. This is a partnership with the FMS and the City of Fruita. 7th graders will have the opportunity to sign up for an all-day program to learn the intricacies of City operations. Students will tour City Shops, the Police Department, Waste Water Treatment Facility, the Civic Center and end up at the Fruita Community Center for an end of day swim after testing the pool chemicals. The academy is planned for Thursday May 3rd.

- Everyone who attended the Youth Scholarship Golf Tournament last Friday had a wonderful day of Golf and \$4,500 was raised for the Youth Scholarship Program. We'd like to thank all of our sponsors, most notable the Fruita Rotary Club, who was our event sponsor and Family Health West, who was our Food sponsor. A great day for a great cause!

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

- Fruita jumps into the co-working pool: https://www.gjsentinel.com/news/business/fruita-jumps-into-the-co-working-pool/article_fe936a12-3d47-11e8-8c88-10604b9ffe60.html
- Fruita OK paying for officers in its schools: https://www.gjsentinel.com/news/western_colorado/fruita-ok-paying-for-officers-in-its-schools/article_7f181678-3aec-11e8-90d5-10604b9f6eda.html
- Under pressure due to a dip in the oil and gas market, Fruita manufacturer FHE evolves, thrives: https://www.gjsentinel.com/news/business/under-pressure-due-to-a-dip-in-the-oil-and/article_33ee4b1c-3aed-11e8-a1b8-10604b9ffe60.html
- Biz Buzz—Starbucks: https://www.gjsentinel.com/news/business/biz-buzz-april/article_fe645650-3d47-11e8-8c86-10604b9ffe60.html
- Riding Ridges at Sunset and Scratching the Sandstone Surface in Fruita: <http://theradavist.com/2018/04/riding-ridges-at-sunset-and-scratching-the-sandstone-surface-in-fruita/#1>
- Former Mesa volleyball coach Crick dies at 72: https://www.gjsentinel.com/sports/cmu/he-loved-the-mavericks/article_f8d9d72e-3e13-11e8-b109-10604b9ffe60.html
- GJ subscribes to solar garden: <http://www.westernslopenow.com/news/local-news/grand-junction-subscribes-to-solar-garden/1119652309>
- Fruita's DeHart signs to play wheelchair basketball at Wisconsin-Whitewater: https://www.gjsentinel.com/sports/high_schools/fruita-s-dehart-signs-to-play-wheelchair-basketball-at-wisconsin/article_f9acf3c0-3e13-11e8-8024-10604b9ffe60.html
- County benefits from jump in sales tax revenue: https://www.gjsentinel.com/news/western_colorado/county-benefits-from-jump-in-sales-tax-revenue/article_2959734e-3e11-11e8-b339-10604b9f6eda.html
- Masonic Center presents educational awards: <http://www.westernslopenow.com/news/local-news/masonic-center-presents-educational-awards/1117285866>
- Construction getting to the Colorado National Monument a monumental task (from the east side): <http://www.kjct8.com/content/news/Road-closure-making-getting-to-the-Monument-a-monumental-task-479471693.html>
- Being he healthy: <http://www.kjct8.com/content/news/Being-heart-healthy-479345573.html>
- Family Health West updates branding and logo: <http://thebusinesstimes.com/family-health-west-updates-branding-and-logo/>
- Grand Valley Interfaith Network holds food drive: <http://www.kjct8.com/content/news/Grand-valley-interfaith-network-holds-food-drive-479066083.html>
- 7 spring sports to start now: <https://gearjunkie.com/7-spring-sports-start-now>

- Check out the CMU study on the socio-economic impact of trails in the Grand Valley: <http://gvtrails.com/wp-content/uploads/2018/04/Grand-Valley-Public-Trails-Systems-Socio-Economic-Study-Mesa-County-Co-2018.pdf>
- Nice article on Fruita in Fort Collins Magazine: <https://fortcollinsmag.com/adventure-travel/spring-fling-in-fruita/>

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.):*

- **April 14** is the Desert Rats Trail Running Festival.
- **April 18** is a new event called “Fruita: Back to Summer Fair” at the Community Center to learn about Fruita has to offer this summer by way of programs. **More info below.**
- **April 21** is the 9Health Fair Expo at the Community Center from 8 am – noon. <https://www.9healthfair.org/health-fairs/spring/261/index>
- **April 26** is the annual Arbor Day event TBD.
- **April 28** the Grand Valley Bike Swap will be held in Fruita at Civic Center Park (including vendors, open bike swap/sales, beer garden, food trucks, live music) followed by a showing at 7:30 pm of the movie “The Moment”.
- **May 4-5** is the 23rd 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 9 am at the Community Center.
- **May 15** is the CML Spring Outreach meeting in Palisade from 3-4:30 pm.
- **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



How to Start 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 4/3 9AM-12PM
Tuesday 4/17 1PM-4PM
Tuesday 5/15 6PM-9PM
Friday 5/25 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	3/29/18
Learn to use market research tools to generate more business	5/3/18
Business Planning	4/26/18
Write a plan to help ensure the success of your business	5/31/18
Internet Strategies	4/19/18
Learn how to be accessible through the internet	5/17/18
Licensing	4/5/18
License your business online	5/24/18
Cash Flows	4/12/18
Learn how to do a cash flow budget using Excel	5/10/18



HAPPINESS DOES NOT COME FROM
DOING EASY WORK BUT FROM THE
AFTERGLOW OF SATISFACTION THAT
COMES AFTER THE ACHIEVEMENT OF A
DIFFICULT TASK THAT DEMANDED OUR
BEST.

-THEODORE ISAAC RUBIN

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. SBAs 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 6th
3PM-4:30PM

Step by Step Guide: How to Build your own WIX website

Having a website for your business is an absolute necessity in today's online age. A great website can be used for business information, marketing, e-commerce, branding, and a source of communication.

This hour and a half course is a beginner's guide, including the key components of building a website and the step-by-step process of using Wix.com to build it. Bring your computer to follow along.

Cost: \$20

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

June 15th
1PM-2:30PM

Business Valuation; What's it worth to you?

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 an 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.

Cost: Free



FRUITA

COLORADO

TO: DOWNTOWN ADVISORY BOARD

FROM: DAN CARIS, PLANNING & DEVELOPMENT DIRECTOR

DATE: APRIL 9, 2018

RE: ALLEY UPDATE

Downtown Advisory Board,

This letter is in response to the Downtown Advisory Board meeting that was held March 28, 2018 regarding the feasibility of relocating dumpsters and stringing lights across the alley-way.

Response to DAB questions:

Would the City pay for the enclosure for the dumpsters?

The City will pay for a permanent trash enclosure. The request of relocating dumpsters must be from a strong desire by all of the business owners throughout the alley. The Downtown Advisory Board would need to engage the businesses along the alley to see what needs would be required prior to the sizing of an enclosure. This would need to be figured out prior to the commitment of any size or type of enclosure, seeing that cost could dictate the most financially feasible path forward. It is the responsibility of the business owners to contact their waste providers for what requirements or restrictions are in place prior to relocation.

Can business owners string lights across the alley?

The City does not have a problem with business owners stringing lights, 5 watts or under, in the alley. The only condition of approval is that the height is predetermined and the lights will not interfere with routine maintenance to the utilities within the City of Fruita right-of-way. The City requires 13ft of clearance for equipment to move around in a safe manner and access the necessary utilities. The City will not pay for electric service to provide lighting across the alley-way considering that it would be located on private property.

April 11, 2018

Mesa County Federal Mineral Lease District c/o Mr. David Ludlam, Chairman
205 North 4th Street
Grand Junction, CO 81501

Dear Sirs:

At the outset, we wish to thank you for the work you have put in to starting the Mesa County Federal Mineral Lease District (MCFMLD) from scratch – and turning it in to something that adds tremendous value to our collective community. In addition to the grant cycles you manage each year, we all support your leadership and foresight in pursuing state legislation to create a permanent fund in an effort to create a lasting source of revenue for community improvement and investment.

While it may seem counterintuitive, each of our organizations – as eligible grant applicants – write today to urge you to invest expected proceeds from the Anvil Points settlement with the Department of Interior in your permanent fund rather than making it available in an upcoming grant cycle. From our vantage point, this is a unique opportunity to take an unexpected community windfall and invest it in perpetuity rather than divvying it up to meet short term needs.

To be sure, each of our organizations have tremendous needs and we will continue working with the MCFMLD to meet them going forward. However, we all share the belief that when rare opportunities present themselves to do the right thing by the next generation, we should all step up and seize them.

We appreciate the opportunity to comment and we look forward to continued work together to improve every corner of Mesa County.

Sincerely,

Greg Caton, City Manger Tim Foster, President Mike Bennett, City Manager City of Grand Junction Colorado Mesa University City of Fruita

NEW!
Fruita:
Back to Summer Fair

**Wednesday
April 18th, 2018
Fruita Community Center
Gymnasium
Come Anytime Between:
6:00pm-7:30pm**

Seniors, Adults & Kids:
Come see what Fruita has to offer this summer. Informational booths available for each specific program and staffed with a representative to answer your questions!

**CALL
970-858-0360
FOR MORE INFO**





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.