



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 20, 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

We do not have a Council Workshop Tuesday, April 24.

Filling the Council Vacancy

After Council's decision/direction at your April 17 meeting, the following was released on Wednesday, April 18.

PUBLIC NOTICE

Request for Applications to fill a Vacant Seat on the Fruita City Council

The City Council is accepting applications from registered voters residing in the City of Fruita who are interested in filling a vacant seat on the Fruita City Council until the next regular municipal election (April 2020). Applications may be picked up at the Fruita Civic Center or downloaded at

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

http://www.fruita.org/sites/default/files/fileattachments/city_council/page/98/city_council_application_fields.pdf and should be submitted to the City of Fruita, 325 E. Aspen, Fruita, CO 81521, Attn: Deputy City Clerk or emailed to dwoods@fruita.org by **Monday, April 30, 2018** at 3:00 p.m. Interviews will be conducted on Monday, May 7, 2018 at the Fruita Civic Center.

The City Council holds regularly scheduled meetings on the first and third Tuesday of every month and a work session meeting on the fourth Tuesday of each month. The meetings begin at 7:00 p.m. (6:30 p.m. for work sessions) and are open to the public.

Wildland Fire

So grateful for our Lower Valley Fire Fighters, Mesa County Emergency Management and the joint agency response to the wildland fire started by a campfire on skipper's Island Thursday night. They now have the fire 100 percent contained on both sides of the Interstate. Fortunately there has not been any structural damage, with the exception of a power pole. Many news articles are listed below. The fire jumped north of I-70 at least two times and the heavy winds created quite the challenge. Fortunately, they are finishing up for the day and able to release the other agencies and LVFD will continue patrolling the next few days.

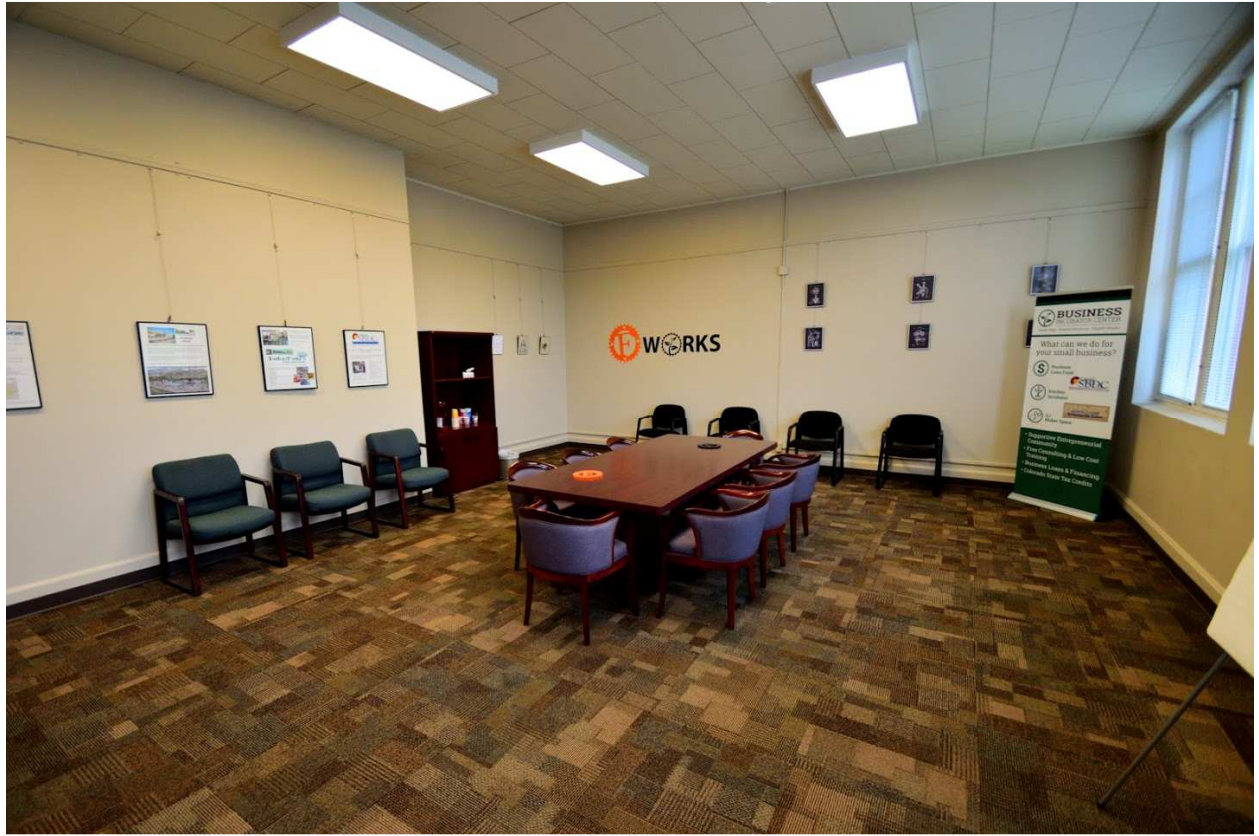
Fworks Coworking Grand Opening

We had a packed house at the grand opening and ribbon/bike tube cutting of the new Fworks Coworking space in the Fruita Civic Center.











Fruita listed among the 10 best biking towns in the West by Sunset Magazine
<https://www.sunset.com/travel/outdoor-adventure/biking-towns>

Flashing lights at Ottley and Fremont Crosswalk Installed

The pedestrian activated flashing crosswalk signs were installed this week on Ottley Ave. at the Fremont Trail crossing (18.5 Rd.). At first operation we did not see cars stopping regularly, so we had school Resource Officer there today and will monitor to help drivers recognize the change and pedestrians to not have a false sense of security.



May is Bike Month



Commuter Challenge
 Challenge your friends and family to see who can accumulate the most mileage biking around town (excluding recreational riding).

Business Challenge
 Engage in a friendly competition against other businesses in our community!

Sign up at:
healthymesacounty.org



Bike Month - May 2018
 Grand Valley Bike Month Events

Bike Month Proclamations -

- April 16th at 6 p.m. - City of Grand Junction
- April 24th at 6 p.m. - Town of Palisade
- April 30th at 9 a.m. - Mesa County
- May 1 at 6 p.m. - City of Fruita

May 2nd	<p>BIKE TO WORK DAY!</p> <ul style="list-style-type: none"> • FREE breakfast 6:30-9 a.m.: St. Mary's Medical Center & Monument Health Grand Junction City Hall Breakfast, Family Health West Fruita Civic Center Park Breakfast, Octopus Coffee on Horizon Drive Breakfast • AFTERGLOW 5 p.m. at Edgewater Brewery - Complimentary pint to the first 60 people wearing their Bike to Work Day T-shirt or bike helmet. Challenge trophies awarded here. Prize drawings for attendees.
May 9th	<p>Bike/Walk to School Day</p> <ul style="list-style-type: none"> • Ask your school if they're participating! • Drawings for cool prizes for kids who participate.
May 17th 6 p.m.	<p>Mountain Bike Documentary - The Avalon Theatre</p> <ul style="list-style-type: none"> • \$12 for the movie or \$15 for the movie and a free drink • Doors open at 6 p.m. with a rooftop cocktail from 6-7:00 p.m. • Screening of "UnReal," a mountain biking documentary
May 18th 7 p.m.	<p>"American Flyers" Film Screening</p> <ul style="list-style-type: none"> • Free movie screening at the Mesa County Libraries Fruita Branch
May 24th 5-8 p.m.	<p>Summer Kick Off Party</p> <ul style="list-style-type: none"> • Evening of live music, beer garden and Clunker Palisade Mile • All proceeds will go towards the Palisade Plunge
May 30th 4:30-7:30 p.m.	<p>Grand Valley Bike Month Celebration - Las Colonias Park</p> <ul style="list-style-type: none"> • Food trucks, music and family activities • Community challenge awards • Prize giveaways

TID BITS:

- See the list of improvement D51 will be doing to all schools below.
- The Soil Nail Walls are complete at Reed Wash for Kokopelli Trail. The Hilfiker Wall excavation begins.
- Concrete repairs were poured Monday in front of Aspen Street Coffee and the east side of Suds Brothers where irrigation line leaks were repaired.
- The remaining city irrigation lines were flushed and filled this week, so all irrigation customers should now have water.
- Public Works had another seasonal maintenance worker start this week and have offered employment for final seasonal position.
- Road crews continued to prep for annual chip project and are on track to start May 7th in cooperation with Mesa County chip seal operations.
- The Planning & Development has extended an offer to Kelli McLean for the Planning Technician position. She brings a wealth of knowledge from the mortgage and banking industry and will make a great addition to the team! Her first day will be April 30th.

- Finishing up the RFQ with Sam for Lagoon developer partners—need to get it out before the WCCA board meeting—advertised by May 1 for 45 day period—then vet applications and work with City Council
- Current pending development projects in the review process include:
 - Site Design
 - Dolan Storage Units Site Design
 - Wicked Wrench CUP
 - FHE Site Design
 - Subdivisions
 - Griffin Minor Subdivision
 - Iron wheel
 - Administrative
 - Soren Estates Final Plat
 - Adobe Falls Final Plat
- The pool at the Fruita Community Center was closed on today to repair some pipes that go into the pool boiler.
- Parks staff is starting irrigation park by park by park. As always, issues will be found after of winter of inactivity and weathering.
- The Community Center gymnasium will also be closing on Friday so the 9NewsHealth Fair organizers can set up and prepare for the event on Saturday morning. Saturday morning will be very, busy at the Community Center!
- The first annual Parks and Recreation Summer Programs Fair was held at the FCC on Wednesday night. It was a good turn-out for our first time offering this event and many people found summer activities for their kids this summer.
- Saturday, April 28th COPMOBA and friends are hosting a bike swap in Civic Center Park. That evening they will show 'The Moment', a movie about the origins and passions of mountain biking. Should be a cool day in Fruita.
- Have an awesome weekend!

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

- Fruita City Council seat open: <http://www.kjct8.com/video?vid=480334533>
- Fruita swears in new councilors and mayor; many of the same faces: https://www.gjsentinel.com/news/western_colorado/fruita-swears-in-new-councilors-and-mayor-many-of-the/article_db45d67c-42c8-11e8-8d94-10604b9f6eda.html
- Fruita businesses are banding together to help expand trails in the Kokopelli area: https://www.gjsentinel.com/news/business/biz-buzz-april/article_da1d0dce-42c8-11e8-b964-10604b9f6eda.html AND <http://www.westernslopenow.com/news/local-news/fruita-businesses-work-to-expand-kokopelli-trails/1127804167> AND <http://www.kjct8.com/content/news/Local-businesses-helping-support-trail-expansion-479937913.html>
- Fruita to launch business incubator: <http://www.westernslopenow.com/news/local-news/fruita-to-launch-business-incubator/1127729035>

- Two Colorado cities among the 10 best biking towns in the West: <https://www.thedenverchannel.com/lifestyle/two-colorado-cities-among-the-10-best-biking-towns-in-the-west>
- Fruita turns on irrigation water: <http://www.westernslopenow.com/news/local-news/fruita-turns-on-irrigation-water/1126314510>
- Listen to this 6-year-old girl from Fruita bugle like an elk: <http://www.cpr.org/news/story/listen-to-this-6-year-old-girl-from-fruita-bugle-like-an-elk>
- This is the good stuff (9Health Fair): https://www.gjsentinel.com/opinion/editorials/this-is-the-good-stuff/article_480b072c-4031-11e8-a91b-10604b9f7e7c.html
- Garfield County backs foreign-trade zone effort: https://www.gjsentinel.com/news/western_colorado/garfield-county-backs-foreign-trade-zone-effort/article_cf828a34-4394-11e8-8cfc-10604b9f7e7c.html
- Students showcasing solutions for Grand Valley; <http://www.westernslopenow.com/news/local-news/students-showcasing-solutions-for-grand-valley-issues/1129383646>
- After 10 years, Suds Bros. thriving in heart of downtown: <https://uintacountyherald.com/article/after-10-years-suds-bros-thriving-in-heart-of-downtown>
- Herberger's to leave within weeks, costing mall another anchor tenant: https://www.gjsentinel.com/news/western_colorado/herberger-s-to-leave-within-weeks-costing-mall-another-anchor/article_fdb9bb3a-4456-11e8-9d74-10604b9f6eda.html

Fire News:

- <https://www.postindependent.com/news/crews-make-progress-against-fire-near-i-70-at-fruita/>
- <https://www.msn.com/en-us/sports/nhlvideos/wildfire-closes-i-70-near-fruita/vp-AAw5zwQ>
- <https://www.msn.com/en-us/sports/nhlvideos/wildfire-closes-i-70-near-fruita/vp-AAw5zwQ>
- <http://denver.cbslocal.com/2018/04/20/skipper-island-wildfire-interstate-70-closures/>
- <http://www.9news.com/article/news/local/wildfires/skipper-island-fire-continues-to-burn-near-fruita/73-543423196>
- <http://www.9news.com/article/news/local/wildfires/skipper-island-fire-continues-to-burn-near-fruita/73-543423196>
- http://www.heraldcourier.com/news/the-latest-fire-crews-fight-wildfire-near-i--in/article_81158859-2961-5366-9162-f8523cb0c2c0.html
- https://www.gjsentinel.com/news/western_colorado/fire-cuts-power-to-fruita/article_fde55ae2-4456-11e8-9d76-10604b9f6eda.html
- https://www.gjsentinel.com/news/i--closed-after-wildfire-jumps-highway/article_d5e1beae-4411-11e8-9f24-673b84107ce4.html
- https://www.gjsentinel.com/news/power-back-on-in-fruita-i--closes-again/article_d5e1beae-4411-11e8-9f24-673b84107ce4.html
- <http://www.kjct8.com/video?vid=480334533>
- <https://www.msn.com/en-us/news/us/wildfire-closes-i-70-near-fruita/vp-AAw5zwQ>
- <http://www.nbc11news.com/content/news/Skipper-Island-Fire-burns-12-acres-480269323.html>
- <http://www.westernslopenow.com/news/local-news/skipper-island-fire-causing-headaches/1130532597>

- <http://www.westernslopenow.com/news/local-news/fire-crews-continue-to-battle-blaze-in-horsethief-canyon/1130108611>
- <http://www.westernslopenow.com/news/local-news/brush-fire-in-horsethief-canyon/1129367637>

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, 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 at Rim Rock Elementary to plant a new tree.
- **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



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.