



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 1, 2018
Re: WEEKLY INFORMATION UPDATE

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Monday's City Council Field Trip

See the agenda sent out separately and posted publicly for the itinerary, but we will leave the Civic Center at 3 pm in three City vehicles. And visit all the City properties on the mountain, ending at Enoch Lake for dinner and discussion before returning by 9 pm. We will have waters and snacks, bug spray and dinner, but might want to bring an extra layer of clothing, sunscreen, sunglasses and comfortable clothing and shoes for hiking around.

Tuesday's City Council Meeting

In addition to the consent agenda, we will have two financial reports and an overview of the City's petition process.

Upcoming Special Council Meetings

Just a reminder of a couple changes to upcoming Council meetings from the normal schedule.

- **Monday, June 4** is a special meeting from 3pm – 9pm to take a field trip and visit the City mountain properties. We will leave the Civic Center at 3pm.
- **Tuesday, June 5** is a regularly scheduled City Council meeting in the Council Room at the Civic Center at 7pm.
- **Monday, Jun 18** is a regular City Council meeting at 7pm in the Civic Center that would normally be on Tuesday, but the Tuesday, June 19 was cancelled at the beginning of the year rescheduled for Monday, June 18 to accommodate those attending the annual CML conference.

Mike the Headless Chicken Festival is on!

Mike the Headless Chicken Festival is this Friday and Saturday. Staff (both Parks and Recreation) are busily getting ready for festival which will have the following events and activities: Peep and Wing Eating Contests, 5K Mad Dash, Disc Golf Tournament, the Poultry Show, Mike's Barnyard of games (corn hole, etc.), food and artisan vendors and of course great entertainment. Come out for a great weekend of fun and help Fruita celebrate the Will to Live!!!

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

Full schedule is below. Great story on CPR: <http://www.cpr.org/news/story/mike-the-head-chicken-is-more-than-just-weird-colorado-history-at-this-festival>. Big thanks to sponsors and our staff for working hard to put this on!

Imondi Wakezone is open!

Congrats to the Imondi's working hard to open Colorado's first cable full service wakeboard park in Fruita, as part of a partnership with the City—leasing a City owned lake and providing free public access during business hours after July 1 to the western part of the lake for SUPing, etc. The Chamber's ribbon cutting event with the park was today at 9am. It was a large turnout and Mayor Kincaid didn't hesitate to jump right in and try it on the spot. News story: <http://www.westernslopenow.com/news/local-news/wakeboarding-without-a-boat/1211915031>



Department of Interior Blog about Best Public Lands for Family Fun--Fruita area public lands: <https://www.doi.gov/blog/hear-it-our-staff-best-public-lands-family-fun>

TID BITS:

- We met with DOLA to discuss current and future grant requests.

- We had a productive meeting with Powderhorn owners, the BLM and International Mountain Bike Association to talk about an IMBA assessment of mountain biking in the entire valley at on the Mesa and Fruita's trail partnership with businesses, COPMOBA and BLM.
- Lt. Peck is represented the Police Department at the Communities that Care conference.
- Officer Yaws participated in a multi-agency drug interdiction operation that resulted in the seizure of many pounds of illegal substances, drug paraphernalia, and guns, as well as several arrests.
- Public Works Director Ken Haley attended a stakeholder meeting for the Regional Waste Diversion Study being completed by Mesa County.
- Congrats to Tom Casal, Matt Haifley and John Vasey who graduated today from the Grand Valley Leadership Academy!
- Highway 6 Interceptor Sewer is out for Bid. Bid date is June 20th. Pre-bid meeting held on the 4th of June.
- Phase II Kokopelli Trail wall construction near completion. Progress continues on preparation for concrete on east side. Piles for new bridge over Reed Wash are being scheduled.
- Rimrock Trail is scheduled to go out to advertisement for bid within the next 2 weeks.
- Cedar Way Infrastructure Improvement scheduled for a mid-August Bid date.
- Engineering Intern advertisement period goes through this Friday. City received \$3,000 APWA Grant to help with expenses.
- Planning and Engineering submitted a Request for Qualifications (RFQ) to provide an opportunity for interested developers to demonstrate their capability to develop a project located at the Lagoon property. Submittals are due Fri 7/6/18.
- Current pending development projects in the review process include:
 - Dolan Storage Units Site Design
 - Wicked Wrench CUP
 - FHE Site Design
 - Peach VRBO CUP
 - Verizon Cell Tower FCC CUP
 - Griffin Minor Subdivision
 - Iron wheel Major Subdivision
 - Soren Estates Final Plat
- The FCC is super busy – yea! The outdoor pool is way-cool place to hang out for the summer. The aquatics department is fully staffed thanks to Tom, Cyle and Cody
- Next Thursday, June 7th is the first Thursday Night Concert. Jack + Jill will open up the Summer TNCS season.
- Dinomites Summer Camps start next Monday and all but two weeks are full (only a few spots remain). The camp numbers have been increased from 24 campers per week in 2017 to 34 campers per week this year. Angie's running a great program for our youth looking for educational and fun activities this summer.
- The Rec Track Program started on May 31 and continues to grow thanks to Jason and his coaching staff. Last year there were 60 participants and this year over 80 tracksters are coming out to run, jump and throw.
- Have a great weekend!

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

- This Colorado town might remind you of Moab (and you could actually afford to live there: <https://www.9news.com/article/life/style/colorado-guide/this-colorado-town-might-remind-you-of-moab-and-you-could-actually-afford-to-live-here/73-560325639>)
- Not your average spring chicken: <https://beaconseniornews.com/entertainment/not-your-average-spring-chicken/>
- Young Fruita city council discussing long-term improvements: <http://www.kjct8.com/content/news/Fruita-City-Council-narrowing-down-long-term-projects-484009481.html>
- Wakeboarding without a boat: <http://www.westernslopenow.com/news/local-news/wakeboarding-without-a-boat/1211915031>
- The 6 kooky small-town festivals you should pencil in this summer: <http://www.5280.com/2018/05/the-6-kooky-small-town-festivals-you-should-pencil-in-this-summer/>
- I-70 traffic stops net four arrests on drug charges: https://www.gjsentinel.com/news/western_colorado/i--traffic-stops-net-four-arrests-on-drug-charges/article_e95340b6-616c-11e8-a86a-10604b9f7e7c.html
- Suspect dead after shootout with BLM officers: https://www.gjsentinel.com/breaking/suspect-dead-after-shootout-with-blm-officers/article_2e05f2d2-6215-11e8-987a-3be98dae1be6.html AND <http://www.westernslopenow.com/news/local-news/man-killed-after-shootout-with-blm-officers/1203376753>
- Event geared toward ending gun violence: https://www.gjsentinel.com/news/western_colorado/event-geared-toward-ending-gun-violence/article_3be9848a-655e-11e8-b449-10604b9f7e7c.html
- Fruita pizzeria wins statewide award: <http://thebusinessstimes.com/fruita-pizzeria-wins-statewide-award/>

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.*):

- **Today & Tomorrow, June 1-2** is the annual Mike the Headless Chicken Festival.
- **June 5** from 7:30 am – 9:30 am at Lower Valley Fire District is the Fruita Chamber’s annual State of the Community with speakers representing local through federal offices of government. Mayor Kincaid will be speaking for Fruita.
- **June 7** kicks off the summer concert series **each Thursday through Sept. 15** at 7:30 pm in Civic Center Park.

- **June 14** is the annual Bike Rodeo from 5:30 – 7:30 pm at the Civic Center and on Elm prior to the Thursday Night Concert.
- **June 14** is also the second Riverfront Concert at the State Park featuring John McEuen’s String Wizards. Gates open at 5:30 pm and show begins at 7:30 pm.
- **June 15** is the first Food Truck Friday in downtown Fruita from 5:30 – 8:30 pm in Civic Center Park.
- **June 14-17** is Country Jam.
- **June 21** will be the Chamber Business After Hours in our Fworks Coworking space at the Civic Center from 5:30 – 7:30 pm.
- **June 23** kicks off the **weekly** Farmer’s Market in Civic Center Park **through Sept. 15 every Saturday** from 8:30 am – 12:30 pm.
- **June 28** is the Thursday Night Concert that City Council will serve ice-cream at 7:30 pm.
- **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> and upcoming are copied below.

Colorado Riverfront Concert Series	5-24, 6-14,8-9/18	look for Ticket pick up times and days	James M Robb State Park	Fruita hosts with State Park the Annual Colorado Riverfront Concert Series
Mike the Headless Chicken Festival	6-1 and 6-2/18	Open Venue	Fruita Downtown	Celebrate LIFE through the story of Mike. Enjoy dancing, music, food, fun, 5k Run and Poultry Show.
Food Truck Fridays	6-15, 7-6, 8-10, 9-7, 9-28	5:30 pm to 8:30 pm	Civic Center Park	Valley wide food trucks show up in Fruita. Enjoy the Friday in the open air.
Farmers Market	6-23 to 9-15/18	Saturdays 8:30-12:30	Downtown Fruita	Buy local products and connect with friends.
Thursday Night Concert Series	6-7 to 9-15/18	7:30pm	Civic Center Park	Enjoy a FREE concert every Thursday night.
Bike Rodeo	6/14/18	5:30pm to 7:30pm	Civic Center - Elm	Preschool - 5th grade, will include: an obstacle course, bike and helmet inspections, bike registration cards
Country Jam	6-14 to 6-17/18	Open Venue	Country Jam Ranch	Country Music Entertainment Line-Up TBA
Fruita City Council Ice Cream Social	6/28/18	7:30pm	Civic Center Lawn	FREE cup of ice cream and meet your local City Council during the Free Thursday Night Concert.
Fireworks Display	7/3/18	Dusk	City of Fruita	Find a viewing spot in town and enjoy the show.
Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!

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

Friday 6/8 1PM-4PM
Friday 6/22 1PM-4PM
Tuesday 7/10 1PM-4PM (in Fruita)
Monday 7/23 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 Learn to use market research tools to generate more business	6/7/18 7/12/18
Business Planning Write a plan to help ensure the success of your business	7/5/18 8/9/18
Internet Strategies Learn how to be accessible through the internet	6/28/18 8/2/18
Licensing License your business online	6/14/18 7/19/18
Cash Flows Learn how to do a cash flow budget using Excel	6/21/18 7/26/18



Setting Goals that Stick

5 Surprising Secrets for Success

Our personal and professional wellbeing depends largely on the goals we set for ourselves. We all have hopes and dreams for our future, but how do we turn those ambitions into actual goals that translate to a fulfilling life and successful business?

Learn:

- How failure to keep your goals has almost nothing to do with willpower.
- The five secrets to setting goals that might surprise you.
- How setting effective goals can boost your confidence and lead to real personal and professional success.

When	Cost
June 13, 2018 12:15PM-1:15PM	Free

Call (970) 243-5242 to register or visit
gincubator.org

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location
325 East Aspen Avenue
Fruita, CO



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.

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

Writing and Publishing THE BASICS

June 26th
1PM-2:30PM

If you've always wanted to write a book and think it's just about words on a page, this workshop is for you. We'll touch on the basics of writing a manuscript, submitting, agents, publishers, formatting, self-publishing, and marketing.

Published author Terri Benson is the Education Chair for Rocky Mountain Fiction Writers, and has more than 100 published articles, many award winning, to her credit.

Cost: \$35

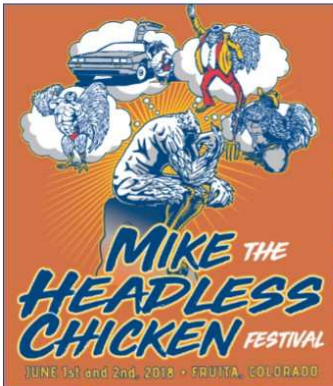
June 29th
9AM-12PM

Employee Ownership IS IT RIGHT FOR YOUR BUSINESS?

Making the transition from one or a few owners to many employee owners can be a daunting consideration. This workshop will cover what employee ownership is, how it works, and if it can work for your business.

Halisi Vinson, Executive Director of Rocky Mountain Employee Ownership Center, brings a wealth of knowledge and a strong skill set developed through her work in business development, marketing, consulting and over half of a decade in the venture capital industry.

Cost: \$55, second person half price



PRESENTED BY:
The City of Fruita &
Credit Union of Colorado

Event located at Civic Center Park
325 E. Aspen Street



A Harvest of Memories!

Friday, June 1

- 4:00pm-10:00pm Mike Games (free), Store, Artisan & Food Vendors Open
- 4:00pm-8:00pm FREE Poultry Show in the Civic Center
- 6:00pm Pre Registration Dinner at Munchies for the Car Show
- 6:00pm-7:00pm Entertainment: Shaun Ray and Ruby Horsethief
- 7:30pm Entertainment: Son Volt

Saturday, June 2

- 7:00am-10:00am Lion's Club Pancake Breakfast 100F Hall on the Circle
- 10:00am-3:30pm Blue Dots Car Show
- 8:30am-10:00am Tee-Off / Pay-N-Play for Disc Golf Tournament at Riverfront Park
- 9:00am-10:00am Mike 5K Run/Walk Begins
Sponsored by  →
- 9:00am-10:00pm Mike Games (free), Store, Artisan & Food Vendors Open
- 9:00am-5:00pm FREE Poultry Show in the Civic Center
- 12:30pm-2:00pm Suds Brothers Brewery Peep Eating and Wing Eating Contest 
- 2:00pm-2:45pm 92.3 The Moose - Rooster Calling Contest & Do the Chicken Dance
- 4:00pm Entertainment: The Dollhouse Thieves
- 5:00pm Poultry Show Awards on Civic Center Stage
- 6:00pm Entertainment: F.C. Westcott
- 7:30pm Entertainment: Reckless Kelly

STAGE SPONSORS:



MIKE THE HEADLESS CHICKEN FESTIVAL

MIKETHEHEADLESSCHICKEN.ORG

FREE SHOWS



JUNE 1ST

**7:30 PM
SON VOLT**

**6:00 PM
SHAUN RAY & RUBY HORSETHIEF**

JUNE 2ND

7:30 PM RECKLESS KELLY

6:00 PM F.C. WESTCOTT

4:00 PM THE DOLLHOUSE THIEVES

JUNE 1-2, 2018

**FRUITA, COLORADO
CIVIC CENTER PARK**





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.