



FRUITA

COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 27, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meetings

Although it will be a 5th Tuesday, we do have three meetings scheduled. First at 5:30 pm is Council headshot photos. At 6:30 pm, we have a special meeting in Executive Session for my annual review. Third meeting is a Council Workshop beginning at 7:00 pm to receive an update from the Municipal Court, an update from me on the City Action Items and Master Plans and finally a discussion on smoke-free parks.

Outdoor Retailer Summer Show in Denver

Mayor Kincaid, Mayor Pro Tem Buck and I attended the Outdoor Retailer Show representing the City and the rest of the Grand Valley for the fourth time at OR. Joined by nearly 20 representatives from the Valley organized by GJEP and Visit Grand Junction, the valley was well represented. A booth located on the main floor where most of the action was taking place brought many visitors and a large e-billboard on the Colorado Convention Center highlighted Fruita, Grand Junction and Palisade. We enjoyed interacting with companies on the floor and following up with those prospects we have established relationships with over the years. It's always natural to share the strengths of our area! Here are a few photos.

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









Kokopelli Section of the Riverfront Trail Update

We are nearing completion of the Riverfront Trail but are going to need to push the trail dedication back to give the contractor some relief on the schedule. While we had not yet proposed the August 9th formal ribbon cutting to the public, we had notified City Council and our many partner agencies. We have now notified them of the new date. We are still within budget and will be opening another 1 ½ miles of trail in the next couple of weeks. We will still have the entire trail connection open in time for the Kokopelli 140 event September 7th and 8th. We just want make sure all are safety measures and amenities are installed prior to the dedication. We also feel that there may be an opportunity to have the dedication in conjunction with the T.H.E. Trails Summit planned for October 10-12. We will be finalizing details and sending some information out shortly with details for the rescheduled event. At the August 9th Riverfront Concert, we will announce the new section of trail opened past 15 Road west including the new single-track loop on City property west of the Wastewater Reclamation Facility and upcoming events on the trail in September and October.

TID BITS:

- Comments in support of the proposed camping additions at 18 Road and Rabbit Valley were submitted by staff on behalf of the City this week.
- The FTAC recommended using \$500 from already budgeted funds to join a valley-wide effort to help fund the match for a Mesa County GOCO Colorado the Beautiful grant for the Palisade Plunge and staff provided a letter of support with that.
- The Fruita Area Chamber of Commerce is seeking nominations for Grand Marshal in the Grand Valley Bank Parade at Fall Festival this year.

<http://fruitafallfestival.com/wp-content/uploads/2018/07/2018-Grand-Marshall-nomination-form.pdf>

Engineering

- Rim Rock Trail construction starting. Preconstruction meeting held this week. The trail will be closed with open pathways during the high to and from school times to allow use for student walking/riding traffic.
- Adobe Falls Subdivision Filing 2 finishing up sewer installation.
- Cedar Way Infrastructure Improvements' first advertisement date will be August 5, 2018 with a bid opening of August 24, 2018 at 1:30 pm.
- We are coordinating the new flashing school zone lights with the schools' bell schedules, etc.

Planning & Development

- Planning and Development Director Dan Caris attended the second regional Comprehensive Economic Development Strategy (CEDS) meeting in Rifle this week participating and representing the City.

Major Subdivisions

- Soren Estates is currently under construction.
- Pinewood Estates is currently under construction. Sewer and Water connections have been completed. Roads and sidewalks should be coming soon.
- Iron Wheel Major Subdivision will be before City Council August 7, 2018.
- Oak Creek Minor Subdivision (located at 18 ½ & K.4 Rd) is currently under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado) is under review.

Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.
- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.
- Brandon Commercial Phase III has been submitted for review.

Code Enforcement

- FREE HOA Workshop Saturday, September 15, 2018 – 9 am – 11 am at the Fruita Community Center.
 - Topics to be discussed: Weeds, Tree issues, Trash and Junk, Traffic issues, When a permit is required, Exciting New Projects in the City of Fruita, Animal Complaints, Abandoned Vehicles; etc.

Special Projects

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)

- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave

Public Works

- We heard from Mesa County that they will not be able to resume chip sealing operations in Fruita until August 6th due to availability in road oil. Together we should be able to get the final fog coat completed prior to the start of school on August 15th. We will not, however, be able to get the restriping of the streets completed until the week of August 20th. Temporary markers will be installed to ease traffic until the final striping is completed. And although the chip seal project has taken a little longer than planned, the team approach with Mesa County has proved to be a success in maintaining our roads with considerable cost savings to our residents.
- We have authorized BLM Fire to draw water from Enoch Lake to assist with fire suppression—they will keep track of how much water they use and report back to us.

Parks & Recreation

- Katie Smith who has been helping the City of Fruita with the Fruita Youth Initiative and works for Mesa County Health Department, will be moving on to a position with Delta County. She will be missed and her help with FYI has been immeasurable. Troy Ward with Mesa County Health Department will be filling her role for FYI – we look forward to working with him in the future!
- MAD Racing's "Splash Sprint Series" at Snooks Bottom last Thursday (July 19) was a success with events in swimming, stand-up paddle boarding and running.

Admin/Finance

- The second round of interviews for the accountant position have been scheduled over the next several weeks. Crossing fingers that we will come up with some good candidates.
- Continuing work on 2019 Budget development with analysis of pay plan and compensation survey and analysis of General Fund expenditures with goal of coming up with a Capital Funding policy.
- Working on 2nd quarter grant reimbursement requests.
- Red flag policy annual review completed.
- Cabinets for permanent records have been purchased and work continues on archive/records management organization and storage.

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

- McInnis Canyons an adventure wonderland in shadow of Colorado National Monument: https://gazette.com/life/mcinnis-canyons-an-adventure-wonderland-in-shadow-of-colorado-national/article_773b6076-7bd9-11e8-9c2e-6bbdcc23b6c4.html
- Power the Plunge and support the valley: https://www.gjsentinel.com/opinion/editorials/power-the-plunge-and-support-the-valley/article_37bef500-9017-11e8-bffa-10604b9f1ff4.html
- Cool off and learn how to wake board: <https://www.westernsloopenow.com/sports/cool-off-and-learn-how-to-wake-board/1314053832>
- 4-H fashion revue teaching kids about more than just style: <http://www.kjct8.com/content/news/4-H-Fashion-Revue-teaching-kids-about-more-about-just-style-488783781.html>
- Athletes in Fruita Sprint and Splash in Unique Race: <https://www.westernsloopenow.com/sports/athletes-in-fruita-sprint-and-splash-in-unique-race/1312261224>
- Fruita softball arrives in Texas: <http://www.kjct8.com/content/sports/Fruita-softball-arrives-in-Texas-489071431.html>.
- AGNC—A silver lining for sluggish economy?: https://www.gjsentinel.com/news/western_colorado/a-silver-lining-for-sluggish-economy/article_c24902d2-9090-11e8-b1e5-10604b9ffe60.html
- AGNC—Kudos to AGNC for seeking federal funds: https://www.gjsentinel.com/opinion/editorials/kudos-to-agnc-for-seeking-federal-funds/article_84e2a082-912c-11e8-8687-10604b9f6eda.html
- Veterans charity ride to pass through the Grand Valley: <https://www.westernsloopenow.com/news/local-news/veterans-charity-ride-to-pass-through-the-grand-valley/1324610443>
- Elections office seeks input on voting locations: <https://www.westernsloopenow.com/news/local-news/elections-office-seeks-input-on-voting-locations/1318619959>
- Dog visits Dinosaur Journey Museum and the pictures are awesome: <http://www.nbc11news.com/content/news/Dog-visits-Dinosaur-Journey-Museum-and-the-pictures-are-awesome-488657271.html>
- Hundreds evacuated from trailer park for gas leak: <http://www.nbc11news.com/content/news/Hundreds-evacuated-from-trailer-park-for-gas-leak-488662061.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.*):

- **Tonight, July 27**, is Fruita Fourth Friday downtown from 5 - 9 pm.
- **July 28** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 2** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Timber! (Bluegrass).
- **Aug. 3** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.

- **Aug 4** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 9** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Soul Habit (Funk & Soul).
- **Aug. 11** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **September 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. www.kokopelli140.com Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **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.

CC. Department Directors

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!
<p>For more information, or if you don't see the event you were looking for: City of Fruita Parks and Recreation Department (970) 858-0360 Fruita Tourism www.gofruita.com (970) 858-8373 Fruita Chamber of Commerce (970) 858-3894</p>				



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 7/10 1-4pm (in Fruita)
Monday 7/23 1-4pm
Tuesday 8/7 6-9pm
Tuesday 8/21 9am-12pm

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	7/12/18 8/16/18
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	7/19/18 8/23/18
Cash Flows Learn how to do a cash flow budget using Excel	7/26/18 8/30/18



Old School Marketing

It's not ALL about Digital

Old school marketing isn't dead, it's just not as glamorous or as much hyped as digital marketing. If you already do digital and want more, or you need to know what else besides digital marketing is out there, this workshop can give you some options.

Terri Benson is the Marketing Director and a staff coach at the Business Incubator Center, and has owned several businesses.

When
July 17, 2018, 1:00PM-2:30PM

Cost
\$35

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

June 29th
9PM-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

Bookkeeping Bootcamp

UNDERSTANDING FINANCIAL STATEMENTS

July 12th
9AM-2:00PM

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

July 31st
9AM-1:30PM

Government Contracting Workshop

Are you interested in doing business with the government? This workshop will help you understand the various federal and state government certification programs that can give you a competitive edge in contracting. You'll learn about the eligibility requirements and benefits for minority, woman, and veteran-owned businesses, as well as those in special economic zones and smaller-sized businesses. You'll also have a chance to talk with government representatives and partners who can help get you started.

Cost: \$15



June 23—September 15, 2018

SATURDAYS

8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass
Live Music • Kids in Business • Dog Friendly



Dogs must be kept on a leash

We proudly accept SNAP/DUFB





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.