



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 6, 2018
Re: WEEKLY INFORMATION UPDATE

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Recreation Dept.
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July City Council Meeting Schedule

1. Meeting of Tuesday, July 3rd – cancelled
2. Meeting of **Tuesday, July 17th** – 7:00 p.m. (no changes)
3. Special Meeting of Tuesday, July 24th – cancelled and changed to Special Meeting of **Tuesday, July 31st** at 6:30 pm. Please arrive at 5:30 pm for business portraits. The Workshop Meeting will follow at 7pm. This is in place of the cancelled workshop of Tuesday, July 24th.

BLM Seeks Comments on Proposed Changes to Improve Fruita Area Camping (Shared by NCA Manager Collin Ewing—cont.)

If I have seen you recently I believe I have mentioned to you that our office is hoping to make some improvements to the camping situation in Rabbit Valley. The area has become very popular and there are very few developed campsites. As more and more people dispersed camp in the area we are seeing impacts to recreation experiences as well as to the spectacular resources that draw folks to the area (i.e. wildlife habitat and archaeology). In order to improve the situation we are proposing new campgrounds, and fees so that we can provide core facilities and services, including improved trails! In addition, BLM is looking at changes at 18 Road to expand camping, and an events area. We are currently seeking public comments to help us refine our proposal. Please take a look, and please distribute widely. <https://www.blm.gov/press-release/blm-seeks-comments-proposed-changes-improve-fruita-area-camping>.

***Staff will be preparing supportive comments for both camping expansions on behalf of the City. If you have any specific thoughts, please let me know soon.**

TID BITS:

- May City sales tax revenues were 2% over May 2017. Annual City sales tax revenue is 6.7% over 2017 thru May.
- The Colorado National Monument announced that the east entrance road work is complete, including a state-of-the-art safety system to alert drivers of cyclists on the road and that they will be increasing camping fees from \$20/night to \$22/night.

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

- Huge thanks goes to the Recreation staff and volunteers with the Chamber and Make a Wish Foundation for throwing a successful alternative to the fireworks event Tuesday night in Civic Center Park! The park was full of people enjoying hotdogs and other refreshments, great music and a color explosion.
- Civic Center Park has been a happening place with the recent FYI community cookout, Thursday Night Concerts, Farmer's Markets, July 3rd celebration and Food Truck Friday tonight.





- Short update this week—have a great weekend!

Engineering

- Pre-bid conference for the Rim Rock Trail Project will be held Monday, July 9th at 1:30 pm in the Civic Center. Bids will be opened on Friday, July 13th at 1:30 pm in the Civic Center.
- Phase II construction of the Kokopelli Riverfront Trail continues with curbing being poured this week along the south side of Interstate 70.
- Anticipate the advertisement of Cedar Way Infrastructure Improvements in the coming weeks.

Planning & Development

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.
- Sunset Pointe Subdivision has been submitted and is under review.
- Iron Wheel is moving forward with Planning Commission on July 8th and City Council August 7th.

Site Design Review:

- Munchies Restaurant: Planning Clearance and Building Permit have been issued and construction should be underway soon.
- 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.

Special Projects & Code Amendments:

- Verizon Conditional Use Permit was approved by the Planning Commission on their consent agenda June 12th and will be before City Council July 17th.
- Lagoon Property RFQs are due by the end of today.

Parks & Recreation

- If you're thinking Civic Center Park is looking a little rough this year, you're right. With no natural precipitation and the fact that the park has been the hub of a lot of activity, the park is stressed. This week alone there are 4 scheduled events on the turf area – July 3rd Celebration, Thursday Night Concert, Food Truck Friday and the Farmers Market on Saturday. Staff is doing everything they can to keep the turf alive and somewhat green.
- There were multiple breaks in the irrigation line in front of Sud's Brothers. The breaks have been repaired and the curb and gutter is being re-installed soon.
- Unfortunately we are on a roll with replacing things at the Community Center—

the Pool Dehumidification Unit (PDU) at the Fruita Community Center has failed and was not operating this past week. Staff has been circulating the air in the pool area as much as possible and repairs to the PDU are being made. Repair costs are going to be in the \$8,000-dollar range.

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

- Fruita celebrates with American pride: <https://www.westernslopenow.com/news/local-news/fruita-celebrates-with-american-pride/1282806464>
- Group raises American flag on independence Monument: <http://www.nbc11news.com/content/news/487345121.html>
- BLM proposes more campsites near Fruita: https://www.gjsentinel.com/news/western_colorado/blm-proposes-more-campsites-near-fruita/article_12ed70ee-8013-11e8-85be-10604b9f6eda.html
- Biz Buzz—Fruita’s Rockgarden Sandwich Company Food Truck: https://www.gjsentinel.com/news/business/biz-buzz-july/article_1e2c7a9e-7f47-11e8-8867-10604b9f6eda.html
- ‘We have your back’: https://www.gjsentinel.com/opinion/editorials/we-have-your-back/article_6df1b7b8-7c88-11e8-b4b1-10604b9f1ff4.html
- Go Fourth—Your guide to celebrating the Fourth of July: https://www.gjsentinel.com/entertainment/go-fourth-your-guide-to-celebrating-the-fourth-of-july/article_b9741146-7e03-11e8-b890-10604b9f6eda.html
- Fruita woman’s caregiving business No. 53 female-owned firm in state: https://www.gjsentinel.com/news/business/fruita-woman-s-caregiving-business-no-female-owned-firm-in/article_1db44d26-7f47-11e8-8e01-10604b9f6eda.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 6** is Food Truck Friday in Civic Center Park from 5:30 pm – 8:30 pm.
- **Tomorrow, July 7** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 12** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Peach Street Revival (Classic Rock).
- **July 14** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 16** you are invited to an open house to meet the new BLM Southwest Colorado Manager Stephanie Connolly. She replaces Joe Meyer. The open house is from 11am – 1pm at the GJ Field Office near the airport.
- **July 19** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Stray Grass (Bluegrass/Americana).
- **July 21** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 26** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring The Williams Brothers Band (Blues Rock/Outlaw Country).
- **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.
- **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.