



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 17, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

TID BITS:

- Our local BLM office has released new maps for the Kokopelli Trail system. The new Kokopelli Loops trail map is now available [on the BLM website](#) and the [Avenza maps store \(for free\)](#). Feel free to print these out and hand them out, or direct folks to our website or Avenza. The map is georeferenced, and you don't need a cell signal to use it in Avenza.
<https://www.blm.gov/documents/colorado/public-room/map/mcinnis-canyons-national-conservation-area-kokopelli-loops>
- <https://www.avenzamaps.com/maps/833093/kokopelli-loops-mountain-bike-trails>
- In conjunction with the Chamber, we met with a number of owners/managers of short-term rentals this week to discuss and get feedback in regards to the various policies of other communities. It was a very productive meeting to add to our ongoing discussion.
- Staff had a meeting this week with the organizer of the Kokopelli 140 planning out the details of the race that will start here in downtown Fruita and on to Moab Sept. 7-8.
- I attended the AGNC Board meeting we hosted at the Community Center along with Mayor Pro Tem Buck. A main topic was a detailed update from Colorado Parks and Wildlife.
- Much time continued to be devoted this week to developing the 2019 proposed budget and performing due diligence on a potential public private partnership to redevelop the lagoon property, meeting with developers on prospective projects.

Engineering

- **Rim Rock Trail** – Improvements are complete east of Arches Drive, grubbing and drainage is being installed between Pine Street and Arches Drive.

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

- **Kokopelli Trail Phase II** - All concrete for the trail has been placed. Railing on section between Highway 139 and Reed Wash continues to be installed. Full Trail will be open in early September.
- **Highway 6 Interceptor Sewer** - Pre-construction meeting held this week with Mountain Valley Contracting. Clearing and grubbing to start soon.
- **Cedar Way Infrastructure Improvements** – Project is out for bid with a Pre-bid meeting scheduled for Monday 8/20 and a bid opening scheduled for Friday, 8/24.

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.
- Iron Wheel Major Subdivision was approved by City Council August 7, 2018.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Oak Creek Major Subdivision (located at 18 ½ & K.4 Rd)

Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE: Construction is underway with framing of steel building being erected.
- 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.
- Snooks Bottom BBQ Site Design (132 West McCune Ave) is submitted and under review.
- Softgel Co. Site Design (853 Raptor Rd) is submitted and under review.

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

- Big kudos to our road crews who fog sealed over 5 ½ miles of city streets in a 5-day period to wrap up the chip seal project prior to the start of school. Streets are scheduled to be restriped with new paint next week.

Parks & Recreation

- As the materials come in, Parks staff has been and continues to install benches, trailhead signs, a trash can and informational signage stands (information panels to come) along the Kokopelli Section of the Riverfront Trail. The trail is open to Reed Wash and is looking reeeaaall nice.
- More proof that it is a hot, hot summer...Mike's Geology Trail Signs at Snooks Bottom and up around Opal Hill have faded under the Fruita Summer sun – actually, they look more like they have burnt. Parks staff along with BLM are looking at which signs need replaced and will hopefully get that done soon.
- One Month warning...The FCC will be closed for maintenance week from Monday, September 17th to Sunday, September 23rd. The FCC will re-open on Monday, September 24th. It's always nice to have a deep clean and refresh of that heavily used facility 😊.
- Summer Recreation programs have finished and Fall programs are starting up and our numbers are looking pretty good. We had 312 DinoMites Summer Campers this year up from 206 last year (we increased our weekly enrollments 😊) and almost 100 track and field participants. So far this fall, we have over 200 soccer players registered for this fall. It's fun keeping our youth busy in Fruita.

Police

- Fruita once again ranked in the 20 safest cities in Colorado via Safewise's ranking, landing in the 19th spot: <https://www.safewise.com/blog/safest-cities-colorado/>.

Human Resources/Tourism

- We are bid farewell to Bill Wulff, whose last day was today. Bill worked in Public Works and we wish him the best of luck in his new venture – he will be missed!
- Mayor Kincaid and Odette Brach will be attending the Governor's Conference in October in beautiful Vail, Colorado.
- The City of Fruita's Christmas Party has been scheduled for December 15, 2018 at Adobe Creek Golf Course. Details are being worked on by the Employee Representative Committee. Stay tuned!

Admin/Finance

- The new Accountant position has been filled with a start date of September 4.

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

- Fruita and Delta make list of top 20 safest cities in Colorado: <http://www.kjct8.com/content/news/Fruita-and-Delta-make-list-of-top-20-safest-cities-in-Colorado-490858901.html>
- CSP and Fruita PD host cops and cars car show: <http://www.nbc11news.com/content/news/CSP-and-Fruita-PD-host-cops-and-cars-car-show->

[490647981.html](http://www.fruita.org/490647981.html) AND https://www.gjsentinel.com/calendar/cops-cars-car-show/event_95872262-975a-11e8-89c8-97e4c91cda4e.html

- Security improvements for School District 51: <http://www.nbc11news.com/content/news/490871131.html>
- Burger Champ (Munchies & Suds Bros take top two places in area contest): https://www.gjsentinel.com/lifestyle/burger-champ/article_951898cc-9dec-11e8-b888-10604b9f1ff4.html
- Fruita native competes in the Mongol Derby: <http://www.kjct8.com/content/news/Fruita-Native-490611441.html>
- Grand Valley Home Loans and Imondi Wake Zone to host Chamber event: <http://thebusinessstimes.com/grand-valley-home-loans-and-imoni-wake-zone-to-host-chamber-event/>
- District 51 adds more classroom libraries: <https://www.westernslopenow.com/news/local-news/district-51-adds-more-classroom-libraries/1376924675>

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.):*

- **Aug. 18** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 25** is the official grand opening event for the Cameo Shooting and Education Complex. More info to come.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 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. 8-9** is the Desert's Edge Triathlon at Highline Lake State Park.
- **Sept. 8** you are invited to join XCEL Energy in their annual Day of Service from 8-11 am volunteering for STRiVE or Rivers Edge West. This means you can serve at the Western Colorado Botanical Gardens doing a variety of jobs including painting, sanding, weeding, etc. or at Rivers Edge West working to remove invasive species along the riverfront.
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9 – 11 am at the Fruita Community Center.
- **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!

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

The City of Fruita and Fruita Area Chamber of Commerce
Present:

2018 Economic Development Forum

WEDNESDAY, AUGUST 29, 2018

6:00PM - 8:00PM

@ FRUITA LAGOONS PROPERTY

*SOUTH OF I-70, AT END OF RAPTOR RD— BEHIND LAQUINTA
(IN CASE OF BAD WEATHER, MEET AT DINOSAUR JOURNEY)*

Hear updates on the Fruita Lagoons Redevelopment Project, new business activity, developments throughout the City of Fruita & more! Free to attend.





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 8/7 6-9pm
Tuesday 8/21 9am-12pm
Tuesday 9/18 1-4pm
Thursday 10/4 6-9pm

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 8/16/18
9/20/18

Business Planning

Write a plan to help ensure the success of your business 8/9/18
9/13/18

Internet Strategies

Learn how to be accessible through the internet 8/2/18
9/6/18

Licensing

License your business online 8/23/18
9/27/18

Cash Flows

Learn how to do a cash flow budget using Excel 7/26/18
8/30/18



Leading Edge Business Planning and Management Course

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Who can participate?

Owners of start-up and existing businesses.

Start Date: Aug. 28, 2018 | Graduation: Nov. 13, 2018

Download application at gincubator.org or see the front desk. Application and payment due Aug. 21.

Cost: \$275.00

Classes held Tuesday evenings from 6-9pm

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. 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.

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 (includes lunch)

Business Valuation

WHAT'S IT WORTH TO YOU?

Aug. 3rd
1-2:30PM

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

Sept. 14th
2-4PM

How to Protect What's Yours

UNDERSTANDING INTELLECTUAL PROPERTY

Patent Attorney Judith Keene from Holzer IP Law in Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights

Networking to follow!

Cost: \$10



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.