



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: NOVEMBER 16, 2018  
Re: WEEKLY INFORMATION UPDATE

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**City Offices will be Closed Thursday and Friday, Nov. 22-23 for Thanksgiving.**

### **Tuesday's City Council Meeting**

The agenda begins with the Proclamation on inclusivity (below) which is the culmination of drafts that Council members began drafting immediately following the events of last week to focus on what Fruita is versus what it is not. Also, on the agenda is first reading for the 2019 proposed budget with the second reading and public hearing on Dec. 4. The emergency ordinance for a moratorium on sign code variance requests in the general commercial zone is also included. The semi-annual informal review of the Municipal judge is also scheduled for executive session.

### **FRUITA'S INCLUSIVITY PROCLAMATION (DRAFT)**

**WHEREAS**, Fruita strives to be a community based on mutual respect and understanding; a community that welcomes and values all residents, treating everyone with human dignity and respect, and

**WHEREAS**, people of all races, religions, nationalities, genders, sexual orientations, ages, physical abilities and cultures live and work together within Fruita and bring pride to our community, and

**WHEREAS**, racism, intolerance, bigotry and fear lead to discrimination and discord, which threatens the strength, diversity, health and safety of our community, and

**WHEREAS**, the City of Fruita welcomes all people who recognize the rights of individuals to live their lives with dignity, free of racism, discrimination, intolerance, bigotry and hostility,

**THEREFORE**, We, the Fruita City Council, declare that our community is committed to making Fruita a welcoming, inclusive and safe community for everyone; we condemn racism and those who attempt to fan the flames of bigotry and intolerance.

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

We, on behalf of all Fruita residents, deplore expressions and acts of hostility, intimidation and harassment, and, instead, encourage the elimination of racism and prejudice everywhere it exists.

We hereby affirm our commitment to ensure that all members of our community are free from acts that are rooted in fear, ignorance, prejudice, and hate, and we urge all our citizens to judge one another only by the strength and qualities of their character.

### **Livability Commission Information Meeting**

The Livability Commission is off and running. On Thursday, an informational meeting for Fruita area residents who are interested in helping with the Livability effort was held and we had about 30 people attend. If anyone is interested in learning more about the Livability Commission, please visit the Fruita Boards and Commissions web page at: [www.fruita.org/bc-livability](http://www.fruita.org/bc-livability). This group will be advisory to the City Council and assist the City in our Livability Assessment. We also selected Vitality Films to assist us in creating a video to invite the community to participate in our Livability Tour throughout Fruita in 2019. We began working with them this week.

### **Planning Commission & City Council Training**

The training on Tuesday was a great overview on the legalities, criteria and process for Planning Commission and City Council when considering annexation, zoning and subdivision requests. City Attorney Ed Sands gave a great overview and answered questions. The memo he drafted for the training is posted below.

### **General Updates**

- City sales tax revenue was up 22% in September over September 2017.
- Year-to-date city sales tax revenue is up 11% over same period in 2017.
- Oil/gas related city sales tax revenue has recently returned and if you were to take it out, revenue would be up 3% over 2017 in city sales tax revenue (reminder: 2017 was up 12% over 2016).
- We had an all-supervisor meeting this week to cover the 2019 proposed budget highlights, cross-departmental updates and a brief training.
- Big thanks to our Police Department in their handling of the events that transpired this past week!
- We received an application for an Einstein's Bagels and Qdoba to be located on the vacant lot next to Subway.
- Our DOLA Best & Brightest Intern for 2019-2020 came for a visit to meet department directors and HR prior to his start Jan. 7.
- We are narrowing down quotes for legal services to help draft the public private partnership for the lagoon redevelopment project and quotes from engineering firms to conduct a survey of the lagoon property.
- Mayor Kincaid, Dan Caris and I toured the Courtyard building this week with Family Health West.
- Mayor Kincaid and I attended a lunch meeting with Spectrum to learn about the new gigabit service to residents and businesses in the Valley which will be a big benefit to our area.

- We toured Mara Hardy, new employee with GJEP around Fruita this week.
- The Chamber After Hours was well attended this week at Rib City.
- See the video created by Over the Edge on T.H.E. Trails Summit:  
[https://www.youtube.com/watch?v=r7iSA2Ub\\_vw](https://www.youtube.com/watch?v=r7iSA2Ub_vw)
- Work continues on the new Economic Development landing page for our website—soon to be live.
- We had the audio visual group out to work on the sound system in Council Chambers. New maps, white board and the goals are being worked on to add in the room. It was recently painted as well.

### **Engineering**

- Cedar Way Infrastructure Improvements project continued to pour concrete curb gutter and sidewalk in preparation of asphalt. The current schedule is to pave Cedar Way next week.
- Highway 6 Sewer project has slowed with wet conditions. Contractor is attempting to find an alternate aggregate for trench stabilization.
- Staff will be participating next week in selecting a consultant for updating the Mesa County Travel Demand Model which is used for determining future road classifications.

### **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

### **Major/ Minor Subdivisions:**

- Soren Estates is currently under construction.
- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Grand Valley Estates II Major Subdivision
- Cooper Minor Subdivision
- Brandon Estates PUD Amendment and Preliminary Plan

### **Site Design Review:**

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.
- Snooks Bottom BBQ Site Design (132 West McCune Ave)
- Raptor Rd Storage (614 Raptor Rd Storage)
- Colorado Canyons (Family Health West) has started construction of the hospital expansion.
- Einstein/Qdoba Site Design Review (lot next to Subway)

### **Parks & Recreation**

- Christmas lights in downtown Fruita and at the Fruita Community Center will be lit on Wednesday evening, prior to Thanksgiving. The holiday season has officially begun. The Grinch is out, banners changed over and lights are ready. Thanks to the Parks staff for being creative and spreading the holiday cheer.
- Parks has also been busy winterizing lines, added new wood chips in playgrounds, spraying for weeds control, ordering swings for Reed Park and have installed the new ADA sidewalk at Heritage Park and added Fruita gear skate stops in the downtown.

### **Administration**

- Our Finance Director Margaret Sell represented the City at the annual Colorado Government Finance Association Conference this week speaking on Fruita's budget process.

### **Public Works**

- Staff is working on re-keying the Civic Center.
- Public Works will be replacing many of the street name signs in the City.
- Crews are working on winter preparations.
- Work continues on more road asphalt patches.
- Fleet was able to hire a mechanic this week.

### **Human Resources & Tourism**

- The City United Way campaign is complete with employees voluntarily selecting to contribute to United Way throughout the year.
- Below is a copy of the recent report from Slate Communications.

OCT  
2018

# FRUITA DIGITAL MARKETING ANALYTICS

slate  
COMMUNICATIONS

1,908

Sessions

+23% from October 2017  
-11% from September 2018

4,320

Unique Page Views

+7% from October 2017  
-4% from September 2018

## TOP CONTENT

- Home
- Sleep
- GoFruita/Your-Guide-Fall-Mountain-Biking

## TOP REFERRAL

- 46% Organic Search
- 27% Direct
- 13% Referral

## TOP LOCATIONS

- Denver
- Grand Junction
- Dallas, TX

## FACEBOOK

13,325

Followers

+1% from September 2018

61K

Total Reach

+57% from September

1,803

Engagements

+10% from September 2018

## INSTAGRAM

1,521

Followers

+3% from September 2018

8,990

Total Reach

-25% from September 2018

1,104

Engagements

-20% from September 2018

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

- Fruita has three athletes sign on letter of intent signing day:  
<https://www.nbc11news.com/content/sports/500547631.html> AND  
[https://www.gjsentinel.com/sports/high\\_schools/several-valley-prep-athletes-sign-national-letters-of-intent/article\\_9da01a02-e8a0-11e8-8ea2-10604b9f7e7c.html](https://www.gjsentinel.com/sports/high_schools/several-valley-prep-athletes-sign-national-letters-of-intent/article_9da01a02-e8a0-11e8-8ea2-10604b9f7e7c.html) AND  
<https://www.westernsloopenow.com/sports/valley-athletes-sign-letters-of-intent-to-play-collegiate-sports/1597748105>
- Bring a smoking ban: [https://www.gjsentinel.com/opinion/editorials/bring-a-smoking-ban/article\\_ebc9b94e-e7a7-11e8-ab5d-10604b9f6eda.html](https://www.gjsentinel.com/opinion/editorials/bring-a-smoking-ban/article_ebc9b94e-e7a7-11e8-ab5d-10604b9f6eda.html)
- Smoking snuffed in Fruita? [https://www.gjsentinel.com/news/western\\_colorado/smoking-snuffed-in-fruita/article\\_4550682e-e707-11e8-a016-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/smoking-snuffed-in-fruita/article_4550682e-e707-11e8-a016-10604b9f7e7c.html)
- Emily Batty and Lance Armstrong join-up for rip in Fruita:  
<https://cyclingmagazine.ca/sections/news/emily-batty-and-lance-armstrong-join-up-for-a-rip-in-colorado/>
- A salute to local veterans: <https://www.nbc11news.com/content/news/500217931.html>
- The Grand Valley honors veterans: <https://www.westernsloopenow.com/news/local-news/the-grand-valley-honors-veterans/1587281990>
- Building tomorrow's economy with the Grand Junction Economic Partnership"  
<https://innotechtoday.com/fueling-tomorrows-economy-the-grand-junction-economic-partnership/>
- Nazi flag stories—there were many locally, in Denver and nationally, but here are a few: Nazi, Confederate flags flown outside Fruita home taken down after protest:  
<https://kdvr.com/2018/11/14/nazi-confederate-flags-flown-outside-fruita-home-taken-down-after-protest/> AND <https://www.denverpost.com/2018/11/11/fruita-nazi-flag-protesters/> AND  
<https://www.cnn.com/2018/11/13/us/nazi-flag-colorado-protests-trnd/index.html> AND  
[https://www.gjsentinel.com/news/western\\_colorado/swastika-offends-residents-of-fruita/article\\_58bd8552-e317-11e8-a781-10604b9f6eda.html](https://www.gjsentinel.com/news/western_colorado/swastika-offends-residents-of-fruita/article_58bd8552-e317-11e8-a781-10604b9f6eda.html)
- Palisade plans to reshuffle parks and rec:  
[https://www.gjsentinel.com/news/western\\_colorado/palisade-plans-to-reshuffle-parks-and-rec/article\\_45171ab0-e707-11e8-a014-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/palisade-plans-to-reshuffle-parks-and-rec/article_45171ab0-e707-11e8-a014-10604b9f7e7c.html)

**UPCOMING EVENTS** (*Please 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 when needed.*):

- **Nov. 22-23** City offices will be closed for the Thanksgiving holiday.
- **Nov. 24** is Shop Small Business Saturday.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
  - 11/23/2018 (Friday) 2 pm – 6 pm: Team Gobble Cross at Little Salt Wash Park, Fruita. Random team assignment cyclocross bike racing while celebrating Thanksgiving.
  - 11/24/2018 (Saturday) 8 am - 4 pm: Salty Cross Day 1 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
  - 11/25/2018 (Sunday) 8 am – 4 pm: Salty Cross Day 2 at Little Salt Wash Park, Fruita.

Cyclocross Bike Races & 5k cross country run race.

- **Dec. 8** is the annual Holiday Arts & Crafts Fair at the Community Center from 10 am – 3 pm.
- **Dec. 8** is also annual Hometown Christmas and Parade of Lights in downtown Fruita at 5:30 pm.
- **Dec. 8** is the first annual Tree Lighting at 6:30 pm in Circle Park and announcements of Parade winners (Poster below for all 3 events).
- **Dec. 16** is the annual Cookies with Clause event at the Community Center at 6 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>.

## 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 11/9 • 1-4pm - Fruita  
 Tuesday 11/27 • 1-4pm  
 Tuesday 12/11 • 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*

<b>Market Research</b> Learn to use market research tools to generate more business	11/29/18 1/10/19
<b>Business Planning</b> Write a plan to help ensure the success of your business	11/28/18 1/3/19
<b>Internet Strategies</b> Learn how to be accessible through the internet	11/15/18 12/20/18
<b>Licensing</b> License your business online	12/6/18 1/17/19
<b>Cash Flows</b> Learn how to do a cash flow budget using Excel	11/7/18 12/13/18



“A true entrepreneur is a doer, not a dreamer.”

— Nolan Bushnell

Call (970) 243-5242 to register or visit  
[www.gjincubator.org](http://www.gjincubator.org)

All Date & Events Are Subject to Change

Events in Fruita will be held at FWorks Coworking  
 325 East Aspen Avenue  
 Fruita, CO  
[www.fruitaworks.org](http://www.fruitaworks.org)



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.

#### No Motivation?

Discover How Burnout Could Be Impacting Your Business and What You Can Do About It

Nov. 30 • 12-1:30PM  
 Cost: Free

This presentation is for entrepreneurs and business owners who want to learn the main signs of burnout so they can identify and treat symptoms that are showing up in their business.

- Learn the top signs of burnout and how it could show up in your business
- Discover how to ask other people to support you
- Beat feeling cynical in your business
- Get the #1 tip to combat burnout that you can apply in 10 minutes a day

#### Become a Confident Decision Maker and Take Control of Your Business

Jan. 11 • 12-1:30PM  
 Cost: Free

*Go from agonizing over decisions to making choices that serve you and your business.*

This presentation is for entrepreneurs and business owners who want to grow, but feel stuck where they are at currently and know that they need support to create the change they are looking for.

- Learn what could be keeping you stuck
- How to overcome common obstacles all entrepreneurs face
- Why listening to your intuition is so important
- And why putting yourself first will actually help your business

## **2019 BUDGET REVIEW CALENDAR**

### September 25 City Council Workshop

- Presentation and overview of proposed 2019 Budget MS
- Review/Update Budget Policies MS
- Future budget review discussions/calendar MB

### October 2 City Council Meeting

- General Fund Overview MS
- Police Department Budget Presentation DK
- Planning Department Budget Presentation DC
- Public Works General Fund KH

### October 16 City Council Meeting

- Personnel Issues (health care, pay plan, staffing) OB
- Marketing and Promotion Fund OB
- Capital Projects Overview SA
- Fleet Maintenance Fund KH
- Irrigation Fund KH

### October 23 City Council Workshop

- Outside Agency Funding Requests and Policy MB/MS
- Other Funds (Trash, DCC, CTF, DTS) MS
- Sewer Fund KH

### November 6 City Council Meeting

- Sewer Fund KH
- Community Center Fund TN
- Parks and Recreation – General Fund TN



November 20 City Council Meeting

- Public Hearing – 2019 Budget Overview MS

December 4 City Council Workshop

- Wrap Up – Finalization of outstanding issues MS

December 4 City Council Meeting

- Final Adoption of Budget MS
- Adoption of 2019 Fees and Charges Resolution MS
- Adoption of Mill Levy MS



# Sands Law Office, LLC

*Attorney at Law*  
Edward P. Sands

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## **MEMORANDUM**

TO: Fruita Planning Commission Members  
FROM: Edward P. Sands, Fruita City Attorney  
DATE: October 31, 2018  
SUBJECT: Functions and Duties of Planning Commission

It is very important for members of the Planning Commission to understand the distinct functions and duties of the Planning Commission. In most circumstances, the Planning Commission acts as an advisory body to the City Council and makes recommendations to the City Council concerning land use applications. Under a State statute the Planning Commission is responsible for making and adopting a master plan such as the Fruita Community Plan, which then is submitted to the appropriate governing bodies for ratification. When performing the separate and distinct functions outlined below, the Planning Commission should be careful not to conflate these functions, but carefully perform its duties in accordance with the Fruita Land Use Code and State law.

### **I. ANNEXATIONS**

It is important to understand that annexations in Colorado are primarily governed by State law, the Municipal Annexation Act of 1965, Sections 31-12-101, *et. seq.*, C.R.S. and Section 30 of Article II of the Constitution. The City's annexation regulations contained in Chapter 17.06 of the Fruita Municipal Code are secondary and merely supplement the State law. This is made clear in Section 17.06.010 of the Fruita Municipal Code.

Section 17.06.040 of the Fruita Municipal Code contains a number of criteria for determining whether certain properties should be annexed to the City. This is the only criteria that should be considered when the Planning Commission makes a recommendation to the City Council. Ultimately, however, if a certain property is eligible for annexation as defined by State law, the City Council may elect to annex the property or choose not to annex the property for any reason or no reason. Any proposed development on the property being considered for annexation is not a matter that should be considered by the Planning Commission as part of the annexation process.

*Serving Western Colorado Since 1980*

## II. ZONING

Chapter 17.07 of the Fruita Municipal Code sets out the City's requirements concerning zoning including the establishment of thirteen (13) zone districts. Unlike annexation, zoning does not require consent of the landowner, is not permanent, and thus may be changed from time to time. Section 17.07.060 of the Fruita Municipal Code contains a land use-zoning table that sets forth various residential, institutional and civic, commercial and industrial uses and prescribes where those uses can occur. Please note that under State law and the Fruita Municipal Code zoning of newly annexed land must occur within ninety (90) days following the annexation. Section 17.07.060(I) of the Fruita Municipal Code contains very detailed requirements concerning density, height, bulk, and location requirements in each zone district. The City has also enacted supplemental zoning regulations and standards which are contained in Section 17.07.070 of the Fruita Municipal Code concerning various matters such as bed and breakfasts, home occupations, accessory dwelling units, fences, landscaping requirements, non-residential uses in community mixed use zones, and many other matters.

When reviewing an application for an amendment to the City's Official Zoning Map, the Planning Commission must only consider the approval criteria listed in Section 17.13.060(B) of the Fruita Municipal Code. Primarily, the Planning Commission must consider whether the proposed amendment is compatible with surrounding land uses and is consistent with the City's goals, policies and plans. The Planning Commission should not consider an applicant's stated intentions regarding possible subdivision or eventual development of the property because what an applicant states in this regard is not binding. The ownership of land annexed to the City and zoned may change hands several times before any actual development occurs. The City's control with regard to future uses of the land stems from its zoning decision only. Certainly it is not uncommon for an applicant at the time of annexation or zoning to state the nature of the development he intends to construct and may show beautiful architectural renderings of what he hopes the development will look like. Members of the Planning Commission should not be swayed by this type of promotion. Development may or may not eventually conform to an applicant's stated desires. Rather, the Planning Commission should rely on the zone district designation and accompanying regulations to spell out how the property may eventually be developed.

## III. SUBDIVISIONS

The City's Land Use Code provides for two (2) types of subdivisions, minor subdivisions and major subdivisions. Minor subdivisions contain five (5) or fewer additional building lots, consolidation of existing lots, and lot line or boundary line adjustments but cannot contain new street or right-of-way locations. Subdivisions dividing existing multi-family buildings into not more than six (6) townhomes or condominium lots are also considered minor subdivisions. The Community Development Department has the authority to approve, deny, or approve with conditions any application for a minor subdivision and such subdivisions are not reviewed by the Planning Commission or the City Council.

Major subdivisions involve all other subdivisions that don't conform to the criteria for minor subdivisions and involve a much more detailed review process. For a major subdivision, an application for a sketch plan approval must first be filed and the proposed sketch plan is required to go through the public

hearing process. Following approval of the sketch plan, an application for preliminary plan approval may be filed and is reviewed for conformity to the requirements of the Fruita Land Use Code. Preliminary plan approval is also reviewed through the public hearing process. Following preliminary plan approval, an application for final plat approval may be filed and is reviewed for conformity to the approved preliminary plan and can be approved administratively without any public hearing process. When reviewing a sketch plan submittal, the Planning Commission is limited to the criteria set forth in Section 17.15.060(C) of the Fruita Municipal Code. It is never permissible for a Planning Commission member to vote in favor of a proposed sketch plan simply because he/she "likes it". Similarly, it is never permissible for a Planning Commission member to vote against a proposed sketch plan because he/she "doesn't like it". Similarly, the Planning Commission reviews a preliminary plan application at a public hearing following the criteria set forth in Section 17.15.070(C) of the Fruita Municipal Code and the Planning Commission can recommend to the City Council approval of the preliminary plan, denial of the proposed preliminary plan, or approval of the preliminary plan with conditions. Review of subdivision applications usually are rather technical in nature and the detailed City regulations and engineering standards must be considered during that process. In considering a major subdivision application, the Planning Commission and/or the City Council may require a phasing plan which requires the subdivider to follow that plan.

Finally, the Planning Commission is authorized to review and make recommendations concerning proposed planned unit developments. Planned unit developments are unique because it is somewhat of a hybrid between the zoning and subdivision process. A landowner is granted greater flexibility under the planned unit development process and to some extent can write its own rules for the development. However, the Planning Commission and ultimately the City Council also has greater flexibility in deciding whether to approve or deny a planned unit development application. Planned unit developments allow for modification of the normal use, density, size and other zone restrictions to accomplish certain purposes set out in Section 17.17.010 of the Fruita Municipal Code. However, as a matter of law, a proposed PUD must be in general conformity with the City's Comprehensive Plan. Please note that the City can require more exactions under the PUD process that it ordinarily can require under traditional Euclidian zoning. The planned unit development process is really a negotiated process between the City and the developer.

#### **IV. PROCESS FOR PUBLIC HEARINGS**

While the public hearing process is very important for citizens to provide input on a particular application it is also very important for Planning Commission members to consider and evaluate comments from members of the public. However, it is imperative for the Planning Commission to control the decorum of public hearings and attempt to limit public comments to the issues at hand. Most members of the general public do not have the knowledge and understanding of complex development issues while the Community Development Department and Planning Commission members do have such expertise. Thus, sometimes it is difficult to control what members of the public may wish to say at a public hearing even when such statements are not relevant and cannot be considered by the Planning Commission. Nevertheless, it is important for members of the public to address the entire Planning Commission and not certain individual members of the Planning Commission and members of the public should never be permitted to argue or debate with other citizens regarding contentious matters. To the

extent possible, all public comments should be addressed to the key issues or criteria the Planning Commission must consider when evaluating a land use application. The Chair of the Planning Commission should politely make this clear to members of the public before a public hearing begins.

Please note that many communities have adopted rules governing decorum at public hearings and the Planning Commission may wish to adopt such rules to ensure that public hearings are conducted fairly, efficiently, and with as little rancor as possible. I have attached Chapters 2.60 and 2.70 of the Fruita Municipal Code which govern Planning Commission hearings for your review.

**V. SUMMARY**

In conclusion, Planning Commission members have voluntarily assumed responsibility for performing very important functions and will be called upon to render decisions and recommendations that can have a long lasting effect on the City. However, in order to avoid unnecessary public anger directed at the City and its officials, as well as possible lawsuits, it is necessary for Planning Commission members to carefully follow the law as expressed in State statutes and the Fruita Municipal Code. I will be happy to answer any questions Planning Commissioners may have at our upcoming work session.



**FRUITA**  
COLORADO

# HOMETOWN HOLIDAY

**SAT. DECEMBER 8TH**



**10 am-3 pm**

## **CRAFT FAIR**

Fruita Community Center

**5:30 pm**

## **PARADE OF LIGHTS**

Downtown Fruita

**6:30 pm**

## **TREE LIGHTING**

**& Parade Winners Announced**

Circle Park

For more information contact  
Fruita Community Center @ 970-858-0360  
or Fruita Area Chamber of Commerce @ 970.858.3894





**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.