



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: NOVEMBER 30, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a special workshop starting at 6:00 pm before the regular City Council meeting, which will start at 7:00 pm. Boards and Commissions will be discussed at the workshop and the regular meeting has a full agenda with Livability Commission appointments, two Conditional Use Permits for VRBOs, Site Design Review for Raptor Road Storage, the Second Reading of the Ordinance to prohibit smoking in City parks and public grounds, and Adoption of the 2019 Budget!

General Updates

- See the video recruiting BLM to Grand Junction, recently produced by GJEP and sent to Secretary Zinke last week along with an invitation to visit. www.vimeo.com/vitalityfilms/blm
- The new Development page of the City website is now live. This will be a fluid page with updates as needed. Some of the resources on the page like our relocation guides are due for an update this next year. Check out the site at www.fruita.org/development.
- The Chamber's annual window decorating contest is in full swing. Registration for businesses is found at: <http://fruitachamber.org/wp-content/uploads/2018/11/2018-Window-Wonderland-Registration.pdf>

Engineering—Cedar Way & Street Project

- Highway 6 Interceptor Sewer Extension project is working to find ways to stabilize the wet soil conditions as they lay 18-inch pipe.
- Cedar Way Infrastructure project had Aspen Avenue closed for 2 days to run a storm drain across Aspen Avenue at Cedar Way. The sewer and irrigation work continue in the alley north of Aspen Ave.
- Maple Street Sewer Replacement project is in initial design phase. The replacement will occur from Pabor Avenue to just south of Ottley Avenue. The work is planned for construction during the summer when school is out of session.

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

Major/ Minor Subdivision Planning & Development

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

- The Planning Department submitted a Request for Proposals for the 2019 Community Plan Update. This plan update will establish a new framework for managed growth and detail new ways to approach infill development. We are very excited as a City to engage the public with this plan update and continually pursue community planning best practices.
- On 11/30, we were informed that the City of Fruita received a REDI grant from the Department of Local Affairs. This grant was for \$25,000 to assist in the redevelopment efforts of the Fruita Lagoon Redevelopment project.

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:

- 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
- Munchies Restaurant: Currently under construction.

Administration

- Continue work on 2019 Draft Budget with minor amendments and fees and charges for 2019
- Conducted Court Clerk interviews and waiting for reference checks prior to making an offer.
- Anticipate receiving information from RBC (bond underwriters) for analysis of potential refunding of 2009 Sales and Use Tax Bonds for the Community Center early next week.

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

- Racers pedal in "Salty Cross" in Fruita: <https://www.kjct8.com/content/news/Racers-pedal-in-Salty-Cross-in-Fruita-501215381.html>
- Small-town charm on display in Fruita: https://www.gjsentinel.com/opinion/printed-letters-nov/article_a1fb5a18-ef93-11e8-8b85-ab8811b3e0ad.html

- Fruita rancher to assist governor-elect: https://www.gjsentinel.com/news/briefs/in-brief-nov/article_48a4f59c-efb0-11e8-a28e-10604b9f6eda.html
- Man accused of harassing his ex-wife: https://www.gjsentinel.com/news/western_colorado/man-accused-of-harassing-his-ex-wife/article_4a9cdb80-efb0-11e8-99b8-10604b9f6eda.html
- Some locals choose Fresh Air Friday over Black Friday: <https://www.nbc11news.com/content/news/501150682.html>
- Chamber asking state to hold off on sales tax regulations: <https://www.nbc11news.com/content/news/500977781.html>
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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.):*

- **Dec. 5** is the Chamber Business toolbox at Raspberry Hill Boutique from 12 – 1pm on the topic of Social Media with speaker Kayla Brown (bring your own lunch).
- **Dec. 8** is the annual Holiday Arts & Crafts Fair at the Community Center from 10 am – 3pm.
- **Dec. 8** is also annual Hometown Christmas and Parade of Light sin downtown Fruita at 5:30pm.
- **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 6pm.
- **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

Tuesday 12/11 • 9am-12pm

Wednesday 1/9 • 1-4pm

Thursday 1/31 • 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	1/10/19 2/14/19
Business Planning	
Write a plan to help ensure the success of your business	1/3/19 2/7/19
Internet Strategies	
Learn how to be accessible through the internet	12/20/18 1/31/19
Licensing	
License your business online	12/6/18 1/17/19
Cash Flows	
Learn how to do a cash flow budget using Excel	12/13/18 1/24/19



The Gathering

Join FWorks, FACTORY, JXN Station, and Vault Real Estate Community, the local Western Slope coworking spaces, for a night of business, networking, and community.

The Gathering is a quarterly meeting, hosted at different coworking spaces. No charge, and there will be beverages and snacks available as you mingle and network.

When: Thursday, December 6, 2018
5:30 pm - 7:00 pm

Where: JXN Station • 571 25 Road, Grand Junction, CO

Register: <https://members.factorycoworking.com/events/6-dec-2018-the-gathering>

Call (970) 243-5242 to register or visit 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



GRAND JUNCTION Small Business Development Center
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.

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

The Importance of Taking a Lunch Break

Feb. 1 • 12-1:30PM

Cost: Free

This presentation is meant for entrepreneurs and business owners who want to learn how to create a self-care routine that works for them, and their business.

Bring your own lunch and learn:

- Why putting off self-care is bad for your business
- Identify easy ways you can put yourself first in your business
- How to set boundaries to support yourself and your clients
- Get ideas and tips about what you can do in 15-20 minutes a day
- And more...

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



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.