



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: November 9, 2018
Re: WEEKLY INFORMATION UPDATE

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City Offices Closed Monday in Observance of Veterans Day

Tuesday's Planning Commission Training—Council Welcomed to Attend

We have a special training for the Planning Commission at 5:30 pm prior to their regular meeting Tuesday at 7 pm. City Council members are also invited as the training is regarding procedural and legal issues surrounding the governing of annexations, zoning, subdivisions and process for public hearings. Ed sands will be training.

Elevation Outdoors Top Adventure Towns

It was neck and neck between Fruita and Glenwood Springs in the final round of large cities and it looks like Glenwood edged us out this year, but nice to always be in the finals or on top. <https://www.elevationoutdoors.com/the-2018-top-adventure-towns/>

General Updates

- Mayor Kincaid, Councilman Kreie and I attended the Chamber's President's Dinner Monday.
- I filmed an interview clip in the area's BLM recruitment video this week.
- We had a positive conference call with Gemini Adventures whose events in Fruita continue to grow and expand.
- We continue to progress on the Lagoon Redevelopment Plan.
- We met with consultants for the North Fruita Desert Master Plan as they comb through the nearly 1,000 survey responses and next steps of work on the project.

Engineering

- Curb, gutter and sidewalk is scheduled to be installed along the south and west side of Cedar Way this week with paving prior to Thanksgiving.
- Staff attended a meeting with CDOT for signal timing on CDOT facilities. The City of Fruita has signals at 4 locations that are operated by CDOT. They are located at Highway 340 and the westbound ramp, Highway 340 and Aspen Ave.,

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

and at the intersections of 18 and 19 Roads with Highway 6. CDOT is evaluating the timing of these signals and all others in the valley to optimize the timing and reduce delays. Implementation dates will be provided at a future date, but will likely occur in the middle of 2019.

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.

Code Enforcement:

On October 29, 2018 through November 1, 2018 Dave Oliver (Code Enforcement Officer) attended the American Association of Code Enforcement Officers, National Conference, in Broomfield Colorado. Code Officers from around the country were meeting to decide changes in By Laws and elect new Officers. Classes were offered in the various roles we play in the community and the Cities we serve. Dave attended classes that addressed Squatters, Vacancies, Blight and Local Governments, Communication, Homemade Explosives and Human Trafficking. These classes were taught by experts, respected in their various fields. Dave also was able to talk to vendors that could be useful to the Fruita Planning and Development Department, specifically new software that could help with our growing community and keep track of our growing short-term rental businesses. Dave met code officers from all parts of the country and cities of all sizes.

Parks & Recreation

- FYI had a Key Leader meeting on Thursday this week and shared a draft of the Resource Assessment Report – this is a report that identifies the various resources in the area for youth and further identifies programs and strategies that FYI should implement. It is still very much a draft and will be continually worked on over the next couple of months.
- The FYI Key Leaders also gave the head nod that City Council should consider creating a Youth Advisory Board. FYI needs to have youth involvement and this would be an excellent method of fulfilling that need. FYI members are further defining the roles and expectations of a YAB and will discuss with City Council soon.
- The Livability Commission will have a member recruitment and informational meeting next Thursday, November 15th at 4:00 pm in the Fruita Civic Center North Council Room. We encourage interested people to attend and learn more about the Livability Commission – why it was created and the upcoming activities planned for the Commission. For more information on this, visit our web site at: <https://www.fruita.org/bc-livability/page/livability-commission-vacancies>.

Police

- Governor Hinkenlooper proclaimed the week of November 5 - 9 as the first annual Law Enforcement Records Personnel Week. We appreciate our records specialists and everything they do to support the public safety mission for the City of Fruita.

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

- Rim Rock Marathon returns: <https://www.westernslopenow.com/news/local-news/rim-rock-marathon-returns/1567665624>
- Competitors take in view at Rim Rock Marathon: https://www.gjsentinel.com/sports/community/competitors-take-in-view-at-rim-rock-marathon/article_557abb9e-e042-11e8-8dc6-10604b9f7e7c.html
- Fire department rescues man pinned in SUV after crash: <https://www.nbc11news.com/content/news/Fire-department-rescues-man-pinned-in-SUV-after-crash-499560791.html>
- Wild horses find new homes: <https://www.kjct8.com/content/news/Wild-horses-find-new-homes-499516991.html>
- Honoring local firefighters: <https://www.westernslopenow.com/news/local-news/honoring-local-firefighters/1568180194>

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.):*

- **Saturday, Nov. 19** is the annual Veterans Day Ceremony at 11:11 am at the Western Slope Vietnam War Memorial Park at the Colorado Welcome Center in Fruita.
- **Monday, Nov. 12** City offices will be closed in observance of Veterans Day.
- **Nov. 13** will be a special training for the Planning Commission at 5:30 pm prior to their regular meeting. City Council members are also invited as the training is regarding procedural and legal issues surrounding the governing of annexations, zoning, subdivisions and process for public hearings. Ed Sands will be training.
- **Nov. 15** is the Chamber Business After Hours at Rib City Grill in Fruita from 5:30 – 7:00 pm.
- **Nov. 24** is Shop Small Business Saturday and will be the evening the City Holiday lights are turned on.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2pm – 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

LIVABILITY COMMISSION

The newly formed Fruita Livability Commission is the result of the City of Fruita being designated an Age-Friendly, Livable Community by AARP. This designation includes more than 300 towns, cities and counties nationwide. In fact, Colorado has been designated a Livable State along with only two others: New York and Massachusetts.

The mission of the Commission is to continually gather community input and make recommendations to the City Council pertaining to the eight domains of livability that support healthy aging and improve the quality of life, economic health and lifestyle of the Fruita community members. Consequently, the Commission will target improvements in eight domains meant to influence and improve the health and quality of life of those in our community. These eight domains of livability and what they represent include:

1. **Transportation:** Safe and affordable modes of private and public transportation
2. **Housing:** Availability of home modification programs for aging in place as well as a range of affordable housing
3. **Outdoor Spaces and Buildings:** Availability of safe and accessible recreational facilities
4. **Social Participation:** Access to leisure and cultural activities, including opportunities for all residents to socialize with their peers and with others outside their age groups
5. **Respect & Social Inclusion:** Programs that promote ethnic and cultural diversity and well as multi-generational interaction and dialogue
6. **Civic Participation and Employment:** Paid work and volunteer activities for all residents to engage in the formulation of policies relevant to their lives
7. **Communication & Information:** Access to communications technology and other resources so residents can connect with their community, friends and family
8. **Community Support & Health Services:** Access to health care facilities, clinics and professionals, and programs that promote health, wellness and active aging

At this time, the Commission is developing its membership by reaching out to members of our community to encourage their participation in this effort. Please consider joining us by attending the **next Livability Commission meeting on Thursday, November 15, 2018 at 4:00 pm in the Civic Center Council Room at 325 E. Aspen Ave., 2nd Floor.** This will be an informational meeting so that you and others considering appointment to the Commission may learn more about our plans and have your questions answered.



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

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

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



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

November 27, 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



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.