



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 14, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

In addition to the consent agenda, we have one public hearing for the second reading of the moratorium on acceptance of application for sign variances of the Fruita Municipal Code in the general commercial zone. We also have an update regarding the public-private partnership on the lagoon redevelopment project and agreement. Contracts for Municipal Judge, Associate Municipal Judge and City Attorney are also on the agenda.

New Elementary School coming to Fruita

The D51 Board of Education voted Tuesday night to approve a new elementary school in Fruita with a goal of acquiring a site, designing and constructing within an 18-month period in order to be ready to open August of 2020. We will continue to work with the district to address all capacity issues in Fruita schools as this was just the first step.

General Updates

- Staff is preparing for a Bicycle Friendly application in early 2019, which is an extensive process.
- The Livability Commission met this week to receive an overview of the Community Plan update process and how the Livability Assessment fits within this large process.
- I met with leadership at Palisade, City of Grand Junction and CMU to discuss the future of the Greater Grand Junction Sports Commission with the pending recruitment of a new Executive Director.
- The Leadership team has put a lot of focus on updating and refining the action item listing to detail steps to accomplish each item in effort to achieve City goals. We will present an update to City Council in early 2019.
- We are helping facilitate discussions between owners of Mesa Grand (Wenke & Philippe) with Colorado Parks and Wildlife and the US Fish & Wildlife regarding restrictions and process for navigating the eagle's nest boundary for efficient development of a few lots they own in the area.
- Have a great weekend!

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

Engineering

- Construction documents are being assembled for 4 new pumphouses at the following locations: Reed Park, Heritage Park, Prospector Park, and Civic Center Park. The current pumphouses at these locations have deteriorated. Bidding for this project will occur in early 2019.
- Cedar Way Infrastructure Project continues with sewer construction west of Cedar Way in the alley north of Aspen Avenue being completed this week.

Planning & Development

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

- We have issued 91 residential dwelling unit permits through November of 2018. See full report below.
- 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. Proposals are due Jan. 16.

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: 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's Bagels/Qdoba Site Design Review
- Munchies Restaurant: Currently under construction.

Police

- Congratulations to Peter Schimek who was selected for promotion to Corporal. Peter's promotion will likely take effect around the first of the year.

Parks & Recreation

- Last Saturday was a big success - the Arts and Crafts Fair was very well attended, and the Parade of Lights went smooth with a lot of attendees. This year was the first annual Tree Lighting Event

which was well attended. Staff will be meeting soon with Chamber staff to review the event and make it even better for 2019.

- The Fruita Health Club members starting using the FCC (Friday). They will be using the FCC for the next 6 days while equipment is moved to their new location. Again, we are super happy we can help them out during their transition.

Administration

- The Colorado Department of Revenue has extended the grace period for the new sales tax rules, originally scheduled to go into effect on December 1, 2019 with a grace period until March 31, 2019, until May 31, 2019 and they will evaluate the need for another extension as the May deadline approaches. The new rule requires that retailers collect sales tax on delivered product based on the point of delivery. The City will also likely need to update the Municipal Code for sales and use taxes.
- There have been some significant changes to the Liquor Laws at the State level which will also require some amendments to the Municipal Code and staff will be working on those changes in the near future.
- City sales tax revenues continue to result in positive growth with a monthly increase of 39% for October sales and a year to date increase of 14%. We continue to be cautious in our projections as a significant amount of this growth is related to energy sector businesses.
- The City has received a proposal for a lease buy out of our cellular leases for various terms and staff is in the process of analyzing the proposal.
- We also continue to connect prospective companies looking for office space with developers considering office space in Fruita.

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

- NEW ELEMENTARY SCHOOL TO BE BUILT IN FRUITA, Kids, not enough room: https://www.gjsentinel.com/news/western_colorado/kids-not-enough-room/article_c2e5229c-fdd8-11e8-b5ba-10604b9f6eda.html
- Fruita may get a new elementary school: <https://www.nbc11news.com/content/news/502525711.html>
- Economic bright spot: Mesa County: https://www.gjsentinel.com/news/western_colorado/economic-bright-spot-mesa-county/article_9a01e33e-fd0f-11e8-8ed5-10604b9f6eda.html
- A homegrown turnaround: https://www.gjsentinel.com/opinion/editorials/a-homegrown-turnaround/article_0e21eed4-fdac-11e8-a38d-10604b9f7e7c.html
- Emerald Expositions cancels Interbike 2019: <https://insideoutdoor.com/emerald-expositions-cancels-interbike-2019/>
- Outdoor Retailer shifts to three-day shows: <https://insideoutdoor.com/outdoor-retailer-shifts-three-day-shows/>
- A lifetime of education: What sets this kindergarten teacher apart: <https://www.westernsloopenow.com/news/local-news/a-lifetime-of-education-what-sets-this-kindergarten-teacher-apart/1656420648>

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. 19** is the annual Cookies with Claus event at the Community Center at 6 pm.
- **Dec. 20** is the Chamber Business After Hours at Alpine Bank from 5:30 – 7 pm.
- **Dec. 25 City offices will be closed in observance of Christmas.**
- **January 1 City offices will be closed in observance of New Year's Day.**
- **January 10** we are hosting the Chamber Business After Hours at the Community Center from 5:30 – 7:00 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

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.

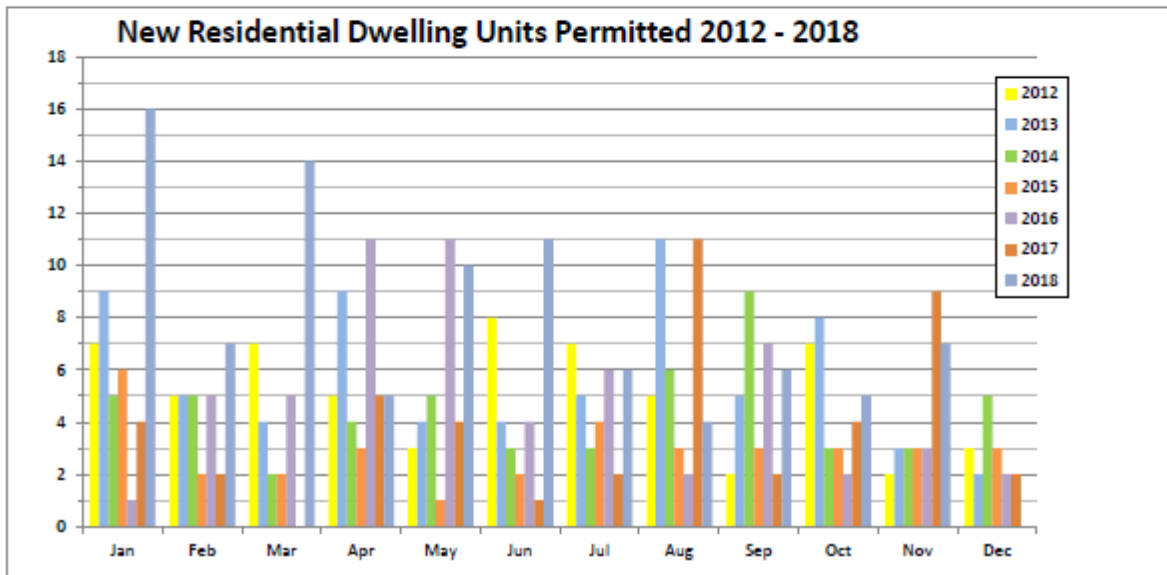
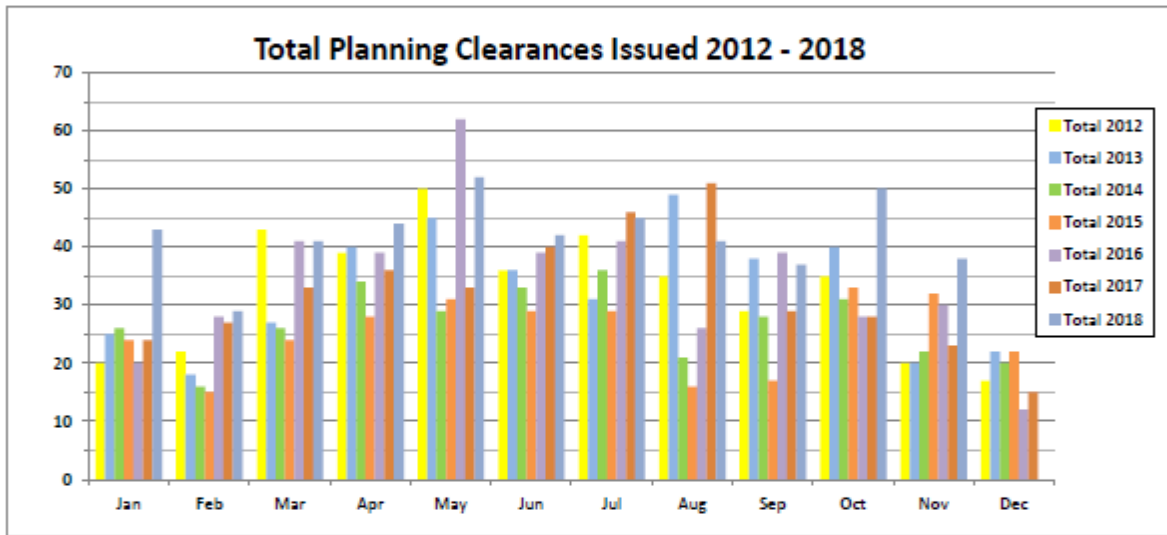
Bring your own lunch and learn:

- 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...

MONTHLY DEVELOPMENT REPORT 2018

RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED

	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	Total 2018	RES 2018	RES AVE
Jan	20	7	25	9	26	5	24	6	20	1	24	4	43	16	6.9
Feb	22	5	18	5	16	5	15	2	28	5	27	2	29	7	4.0
Mar	43	7	27	4	26	2	24	2	41	5	33	0	41	14	4.9
Apr	39	5	40	9	34	4	28	3	39	11	36	5	44	5	6.0
May	50	3	45	4	29	5	31	1	62	11	33	4	52	10	5.4
Jun	36	8	36	4	33	3	29	2	39	4	40	1	42	11	4.7
Jul	42	7	31	5	36	3	29	4	41	6	46	2	45	6	4.7
Aug	35	5	49	11	21	6	16	3	26	2	51	11	41	4	6.0
Sep	29	2	38	5	28	9	17	3	39	7	29	2	37	6	4.9
Oct	35	7	40	8	31	3	33	3	28	2	28	4	50	5	4.6
Nov	20	2	20	3	22	3	32	3	30	3	23	9	38	7	4.3
Dec	17	3	22	2	20	5	22	3	12	2	15	2			2.8
	388	61	391	69	322	53	300	35	405	59	385	46	462	91	59.14



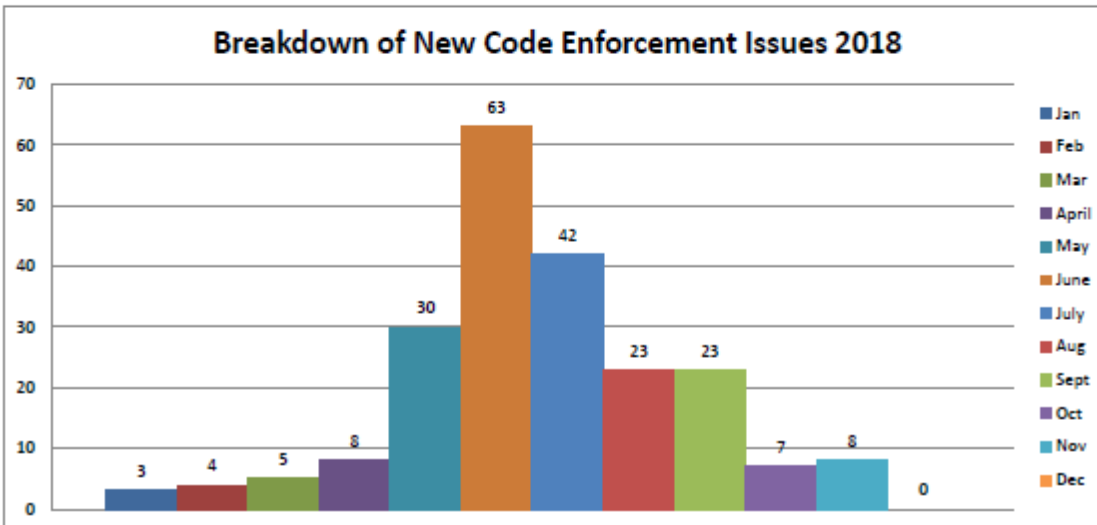
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Moblie	Porch / Patio	Misc.	Total
Jan	7	0	1	2	9	3	1	0	1	1	1	0	0	17	43
Feb	7	0	1	2	6	3	1	0	0	0	0	0	0	9	29
Mar	9	1	2	1	2	4	2	1	0	3	0	1	0	15	41
April	7	0	1	0	4	5	1	2	3	6	0	1	1	13	44
May	12	0	5	3	2	3	1	0	3	1	0	0	4	18	52
June	8	2	1	4	4	5	0	0	0	4	0	1	0	13	42
July	7	0	0	13	7	2	0	1	0	3	0	0	0	12	45
Aug	8	0	2	1	11	2	1	0	0	4	1	0	0	11	41
Sept	12	1	0	4	5	1	0	0	0	1	0	0	1	12	37
Oct	15	1	1	3	17	2	0	0	0	1	2	0	0	8	50
Nov	8	1	2	3	7	4	1	0	1	1	0	0	0	10	38
Dec															0
YTD	100	6	16	36	74	34	8	4	8	25	4	3	6	138	462

Break Down of New Code Enforcement Issues 2018

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	0	0	0	0	0	0	1	0	0	0	2	3
Feb	0	0	0	0	0	0	0	0	0	0	0	4	4
Mar	0	0	0	0	0	0	0	0	0	0	0	5	5
April	0	0	0	0	0	0	0	0	0	0	0	8	8
May	3	15	2	0	0	0	3	0	0	0	5	2	30
June	28	2	0	0	0	0	0	1	2	0	30	0	63
July	26	2	1	0	0	0	1	0	0	0	10	2	42
Aug	12	0	0	0	0	0	0	0	0	0	8	3	23
Sept	9	6	0	0	0	0	0	3	0	0	3	2	23
Oct	2	1	0	0	0	0	0	3	0	0	1	0	7
Nov	2	0	0	0	0	0	0	2	0	0	1	3	8
Dec													0
YTD	82	26	3	0	0	0	4	10	2	0	58	31	216

Breakdown of New Code Enforcement Issues 2018





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.