



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 22, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

The agenda includes discussions on three items: (1) the roundabout project, (2) transportation impact fee study, and (3) community plan update scope of work and schedule.

Community Plan Update

We have completed the scope of work and signed the contract with SE Group, Studio Seed and Economic Planning Systems (EPS) to update the 2008 Fruita Community Plan. Invites to the kick-off community stakeholder interviews mid-March have been sent and RSVPs are being received. We are also placing invites to the public to apply to be on the advisory committee. The flyer below has been placed around town at various businesses and posted online for a week now. Please feel free to share with others as well. The community can be on the lookout for opportunities to provide feedback over the next few months. Also, check out <https://www.fruita.org/cd> for public engagement opportunities, maps, goals, process, and other plan elements along the way.



FRUITA
COLORADO

COMPREHENSIVE PLAN UPDATE

Plan Advisory Committee

The City of Fruita is looking for community members to serve on the Comprehensive Plan Update Advisory Committee. By serving on this committee, you can play a pivotal role in planning Fruita's future. The committee will meet once a month through the planning process to offer ideas, provide feedback, and ensure the community's ideas are driving the plan update. If you are interested, please contact Kelli McLean at kmclean@fruita.org by March 1st with why you want to serve on this committee.

About the Update

The City of Fruita is updating its comprehensive plan this year. A comprehensive plan is a long-range planning document that provides policies and strategies for the city. The comprehensive plan was last updated in 2008 and Fruita is ready for a new plan based on where the city is today. Public input is essential to a comprehensive plan, ensuring it reflects the values of the community. Ultimately, the plan update will help the city guide development going forward and incorporate the community's vision and goals into future policy and actions.

For more information about serving on the advisory committee and the plan process please see:

www.fruita.org/cd

Bicycle Friendly Community Public Survey (cont.)

As part of the City's pending Bicycle Friendly Community application, you can help the Bicycle Friendly America Friendly program better understand bicyclists' experiences in our community. A survey is live through March 24th and can be found at this [link](#). Please complete and share with others.

General Updates

- The D51 Board of Education approved funding of \$8 million toward the renovations at Fruita Monument High School! Thanks to the community and Council participation in communicating support for this project. [Click here](#) to view the proposed improvements.
- Councilman Karisny, City Engineer Sam Atkins and I will be attending a 5-2-1 Board Workshop related to the Grand Valley Stormwater Unification Feasibility Study. Below is the full 521 Proposal Summary from that report that we will be discussing (which Councilman Karisny provided a page from at your meeting Tuesday night).
- I will now be the City's representative on the Greater Grand Junction Sports Commission. Ture previously covered this for the City.
- We continue to work with our partners on the lagoon redevelopment schematics, proforma, etc.
- We are sad to see Katie Stevens with BLM leave the valley but congratulate her on taking the post of Western Montana District Manager. A farewell is scheduled for Katie at the GJ Field Office Conference Room from 10-12 on March 12, 2019.
- BLM and the Wild Horse and Burro Program are holding an event in Fruita March 29 – 30 at Rimrock Adventures called "Bring Home Your Own Wild Horse of Burro". For more information, visit BLM.gov/whb or call (866) 468-7826.
- Staff participated in the Land/Resource Managers Group meeting with Mesa County Commissioners this week sharing our partner efforts with the North Fruita Desert Master Plan, Fruita Trails Initiative, Riverfront Trail and partnerships with the National Monument and CPW.
- Staff held a pre-application meeting with the School District related to the new elementary School.
- Participated in the GJEP Board meeting and D51 Foundation Board meeting also this week.

Planning & Development

- Staff is seeking to engage a software company for a system for plan review and issuing permits.
- To see active reviews of current projects, you may visit our [current development projects page](#).

Major/ Minor Subdivisions:

- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Final Plat (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Cooper Minor Subdivision has been approved and the plat getting ready to record
- Brandon Estates PUD Amendment and Preliminary Plan
- Pinedale Estates 3 Minor Subdivision (Replat)
- Mossberg Minor Subdivision
- Oak Creek: (Located at the Northwest Corner of 18 ½ & K 4/10 Rd)

- Annexation Petition
- Zoning Petition (requesting CR zoning)
- Preliminary Plan

Site Design Review:

- Munchies Restaurant: Opened on 2/11
- FHE (Frank Henry Equipment): Construction is underway.
- 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

Other Land Use Applications:

- 213 N Ash St VRBO

Engineering

- An open house meeting is scheduled for the Maple Street Sewer Project on February 27, 2019 in the North Council Room at 5pm. Construction is scheduled during the summer break. More info can be found [here](#).
- The bid opening for the re-bid of the Highway 6 sewer project is today and we will review bids and work with DOLA regarding the grant and re-start of the project.
- Merritt and Associates GC, Inc. has been contracted to replace pumphouses at Prospector, Civic Center, and Reed Parks. Construction has begun and will be completed prior to April 1.
- Staff conducted a walk-through with Verizon Wireless who plans to commence with the cell tower project on the roof of the Community Center soon.

Public Works

- Staff will be training next week on the new work order system along with Parks.
- Crews are switching to utilizing mobile technology in the field to increase efficiency, essentially with no additional cost.
- New custodian starting Monday.
- Crews have been on call or arriving earlier than normal to deal with the night snowfalls.

Parks & Recreation

- Over 400 participated in the Sweetheart Run event this past Saturday. Big thanks to the sponsors, staff and over 60 volunteers who helped make this a success!
- We are seeking volunteers for the 9NewsHealth Fair on March 30, 2019 from 7-11am at the Community Center. Flyer below.

Human Resources & Tourism

- Recruiting for a Guest Services Supervisor and seasonal positions in Public Works and Parks.
- The January analytics report from Slate Communications is attached below.

Finance & City Clerk

- Work continues on reimbursement requests for more 6 current grants, worker's compensation audit, year-end financials and Community Center bonds.

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

- [Transit strike looms March 1.](#)
- [Transit Board meets behind closed doors](#)
- [Bailey's legacy](#)
- [Crowd cheers approval of city's inclusivity proclamation](#)
- [Surprise school funding](#)
- [Junior Service League supports Go Baby Go](#)
- [Letter to the Editor re. Recreation Centers](#)
- [Grand Valley residents appointed to state boards](#)
- [Bond money gives FMHS upgrades](#)
- [Grand Valley Transit employees say they could strike as early as March 1](#)
- [FMHS Girls Basketball advances in state tournament](#)
- [District to spend \\$10M on schools](#)
- [Reclaiming the ranch: Women take on the West](#)
- [Fruita Wrestling sends seven to state tournament](#)
- [Community celebrates National Heart Health Month](#)
- [Sweetheart 5/10K promotes heart health in Fruita](#)
- [Transit union seeking wage support from public, riders](#)
- [GJ City Council., Black Lives Matter come to agreement on inclusivity proclamation](#)

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.):*

- **March 9** is An Evening of Art in Fruita from 6:30 – 9:30 pm at the Community Center.
- **March 30** is the 9 Health Fair from 7 – 11 am at the Community Center.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available [here](#) or on our website.
- The **2019** Events Information is also available online and at this [link](#).

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

Thursday 1/31 • 6-9pm
Tuesday 2/12 • 9am-12pm
Friday 3/1 • 1-4pm

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	2/14/19 3/21/19
Business Planning	
Write a plan to help ensure the success of your business	2/7/19 3/14/19
Internet Strategies	
Learn how to be accessible through the internet	1/31/19 3/7/19
Licensing	
License your business online	1/17/19 2/21/19
Cash Flows	
Learn how to do a cash flow budget using Excel	2/28/19 4/4/19



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-ups and existing businesses

Class schedule: Feb. 19 - May 7, 2019
Every Tuesday evening from 6-9pm
See the front desk or visit our website to fill out an application

Cost: \$275/person, +\$100 for business partner

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.

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...

Outsmart the Scammers

Feb. 22 • 12-1:30PM
Cost: Free

Incidents of fraud are on the rise and scammers' tactics are becoming more complex. This presentation will help provide the information you need to Outsmart the Scammers.

During the program, we'll discuss how to spot certain red flags that may indicate a fraudulent encounter, resources you can turn to in the vent you or loved one is targeted, and steps you can take now to help protect yourself and your loved ones.

521 Proposal Summary

Goal: Create a unified stormwater and agricultural return water capability within Grand Valley that is adequately funded and effectively governed, and that can manage stormwater and drainage infrastructure now and into the future.

Common Comments and Non-negotiables

A large number of issues have been raised and comments recorded in the various discussions. We also asked interviewees to mention their “non-negotiables” – interpreted as, “if this doesn’t happen things will not go well.” The following bullet list contains both the non-negotiables and the most common and consistent comments. It is out of balancing items on these lists, and hearing both the words and hearts of Valley stormwater/drainage leaders this background that the recommendations have been built. Here are the ones mentioned consistently, interpreted within our paradigm of solution:

General

- Any solution must be valley wide, and we must do it together. It’s time to be a team.
- We must get the governance right so it does its job, and only its job.
- Create something that will last a long time – not just solve today’s issues.

New Development and Capital Construction

- Urbanization will continue and must be accommodated in one drainage system, in a coordinated and professional way, with agricultural drainage.
- As urbanization occurs we cannot build new problems. We must protect downstream properties and agricultural drainage even while we expand and construct stormwater systems. Its design must be professionally not politically, and there must be a set of key policies that provide a known, equitable and safe way for new development to occur.
- Get in partnership with development through planning and sound design and funding approaches. Priority on construction projects must be set in a fair and professional manner.
- Don’t hurt agriculture nor the ability of the drainage system to serve it – agriculture must have a voice, make valley-wide improvements not just urban.
- Resolve the mixed water issue and move on.
- The public must be educated about this issue – advertise success and action.
- There must be equity in spending of construction dollars and setting of priorities based on good numbers.

Organization and Funding

- We must have stable, equitable, adequate revenue. Period.
- There is a complex set of legal authorities and issues that must be sorted out to allow whatever organization(s) to fully function within the needs of the Valley.
- Don’t demolish everything if smaller change will work – try and see, then make in course corrections.
- There cannot be two boards that conflict – is there a way to resolve that without wholesale restructuring?
- There should not be duplication of services between GVDD and 521 but efficient and effective coordination... with one vision and controlling body. 521 should be the operating entity with authority over the drainage system and all key decisions.

- 521 has a singular focus on water quality which must be radically expanded to the full suite of stormwater services including quantity, interaction with and approvals of new development, system maintenance and renewal, master planning, etc.
- A user fee should be established throughout 521. We cannot put the question of whether we have a functional stormwater system to a vote – it is not a TABOR issue. But, on the other hand. We must obtain educated and informed citizen input in fee consideration.
- Use GVDD’s expertise wherever possible through contracting with it.
- Retain tax revenue for now and work with GVDD to pay back money owed.
- 521’s board is representative of the entities but may not be fully equitable in terms of representing population-weighted voting. The 521 board should not be totally elected – need sector representation as well. Expand it to seven members.

GVDD Understandings and Written Statement of Cooperation (From GVDD)

The outcome of a court case determined in 2018 that the Grand Valley Drainage District’s stormwater fee was actually a tax. Due to Colorado TABOR revenue limits the court order has placed the GVDD Board in a position of paying back the District the value of the collected fees plus 10% simple interest per year the money has been held. Because of the liability the court order placed on the GVDD board, the governance of the District in regard to the general fund activities will remain unchanged.

GVDD’s ability to generate revenue for stormwater outside of the general mill levy is all but eliminated. Nonetheless, it is incumbent upon the District to continue to participate in stormwater activities. The District understands the necessity of maintaining the drainage system for current residents and future growth and has the revenue to continue this statutory responsibility at a status quo level and complete the tax refund over the next few years.

GVDD views the safety of residents and their personal property as first priority in maintenance of the drainage system. The capacity of the drainage system to facilitate growth will continue to be a priority of GVDD as long as the increased stormwater demand on the system does not compromise the safety of those residing or owning property adjacent to the infrastructure. When sound engineering principles have determined the capacity of the system to be inadequate to accommodate growth, retention of stormwater could be the required design methodology for providing a safer community in regard to runoff.

Recently, GVDD completed two stormwater basin studies resulting in potential capital projects. It is the desire of the District to complete these projects in a reasonable time frame. If in the event a stormwater fee was adopted by the 521, and it was determined that these projects fit within the priorities of the 521, GVDD with the governance of the 521 would perform the operation portion of the these and any future projects the Drainage Authority would be asked and has the capacity to lead.

Initial Recommendation Summary

Based on the input from individual conversations, and follow-on conversations with several of the key entities, summarized here are four key aspects to the proposed course of action, each with a variety of components:

- **Organization**
 - To avoid protracted legislation and litigation that will distract from the mission, begin with 521 as the umbrella organization that takes responsibility for comprehensive and coordinated stormwater and agriculture drainage management as originally envisioned.
 - 521 shall have sole authority for stormwater-related decisions including new construction, approval authority of new development discharging into the public system, planning, maintenance, etc. On issues of stormwater GVDD shall be subservient to 521 (while also being part of the board).
 - There should be a periodic (e.g. five-year) organizational assessment with an eye on improvements and adjustments to keep it on-track to serve most effectively.
 - Each sub-organization (521 member) will work within the 521 organization in a defined and cooperative way.

- **Governance**
 - In order to better balance the board membership, it is proposed that a new board shall consist of a seven-member board. The board make up will consist of the current five members plus a representative from the citizen's committee (see below) and a member chosen through a defined process.
 - There will be created a standing citizen advisory committee that represents key sectors within the Grand Valley for the purpose of input to the board and as an intermediate appeals body.
 - An appeals process will be set up for 521 decisions that will go to the standing citizen's committee. The final appeal level will be the 521 board.
 - GVDD's governance structure may be increased, but issues with decision making will be handled through a set of operating policies that will control decisions transforming technical decision making from a sometimes political issue to a professional one.

- **Fee and Funding**
 - 521 shall enact a stormwater user fee with sufficient revenue to fully manage both stormwater and agricultural drainage – this fee may start smaller but with a built in escalator.
 - The fee must have significant recognition for commercial detention credits and other private efforts that either reduce the property's runoff or directly reduce the program's cost.
 - Develop a sound approach to fee roll-out including development of a 15-member citizen's advisory group which will be educated in details and serve as a sounding board. If this group sees the merits of a certain structure and fee, then the process can move forward (with significant public outreach) in lieu of a referendum.

- Maintain tax funding initially as necessary to fund agriculture drainage services through GVDD, but look at a shift to long term equity through primary use of a fee across all parcels.

- **Operation and Construction**

- 521 shall develop a prioritized construction plan based on best professional judgement with input from all pertinent parties. 521 will develop a series of key policies on how, where, and when funds will be used for capital construction that is fair, effective, visible, and well-articulated to the public.
- The entities shall develop an “air tight” working arrangement with written policies on all key aspects of the comprehensive drainage system including a resolution of ability for shared use of all drainage facilities as sound engineering dictates. Recommended policy topics are:
 - GVDD governance over the general fund operations will remain status quo and reviewed in five years which should coincide with the completion of the tax refund.
 - The 521 will have governance/control over development reviews to ensure equitable enforcement of stormwater standards and engineering analysis across all jurisdictions. GVDD will continue to promote growth with the utilization of the current drainage infrastructure where sound engineering, as determined by 521 (including GVDD) determines it is safe for the community.
 - The 521 will have governance over stormwater fee assessment, collection and spending for regulatory compliance, maintenance and capital projects.
- GVDD will perform as the operating arm of the 521, except for fee collection, and all project demands shall be fully funded.

**JAN
2019**

FRUITA DIGITAL MARKETING ANALYTICS REPORT

slate
COMMUNICATIONS

WEBSITE

1,237

Sessions

-19% from January 2018
+10% from December 2018

3,006

Unique Page Views

-21% from January 2018
+34% from December 2018

TOP CONTENT

- Sleep
- Home
- Eat-Drink

TOP REFERRAL

- 49% Organic Search
- 34% Direct
- 14% Referral

TOP LOCATIONS

- Grand Junction
- Denver
- Fruita

FACEBOOK

13,280

Followers

+0 from December 2018

30K

Total Reach

+20% from December 2018

1,136

Engagements

+75% from December 2018

INSTAGRAM

1,632

Followers

+2% from December 2018

22,173

Total Reach

+62% from December 2018

1,632

Engagements

+4% from December 2018

For more information:
303-698-4455
Or 1-800-332-3078
www.9healthfair.org

Made possible by:



VOLUNTEERS NEEDED!

Medical and Non-Medical



Saturday, March 30, 2019

7am - 11am

Fruita Community Center

324 N. Coulson St., Fruita

SIGN UP TO VOLUNTEER AT:

www.9healthfair.org

Volunteers receive a 20% discount on screenings



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.