



FRUITA

COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 1, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

The meeting begins by recognizing students and teachers of the month from Shelledy Elementary School, a public health update from Jeff Kuhr, Executive Director of the Mesa County Health Dept, and an update from Robin Brown, Executive Director of the Grand Junction Economic Partnership on GJEP activities related to Fruita. Following the consent agenda, there are two legislative hearings and an administrative update on the 2020 Census Count Committee for Fruita.

City Manager Engagement Series

Later this month, I am starting my new community engagement series with the public. These events will focus on casual discussions about the community while exploring Fruita and our local area. The first event will on March 26 at 2 p.m., and we will bike the new Kokopelli portion of the Riverfront Trail. I am looking forward to speaking with the public and getting their input on the city. The flyer and future dates can be found below. Let me know if you are interested in joining me for any of these dates.

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

- Transdev and the Amalgamated Transit Union reached an agreement last night and the Grand Valley Transit system will continue to operate without a strike.
- This week, we applied for a mini-grant through AGNC for additional funding for crosswalk improvements at J.2 Road and Fremont Street. The goal of this project is to improve visibility of the crosswalk for oncoming drivers by removing vegetation near the trail and installing flashing beacons at the intersection. This crosswalk is a priority because the trail that it is on serves as a school route for students. The request is for \$5,000 with matching funds of \$5,000 already budgeted.
- Sam Atkins, Councilman Karisny and I participated in the 521 Board Workshop this week that is part of a series of meetings focused on the Grand Valley stormwater unification feasibility study.
- We are expecting results from the lagoon property studies and estimates that will aid in preparation for a grant request in April for a first phase. Much time is being spent on this.
- We are coordinating with a mountain bike manufacturer for a possible product launch this year.
- Progress is occurring on the Foreign Trade zone efforts—the application to establish the FTZ has been formally accepted by the U.S. Dept. Of Commerce and published in the Federal Register. The process forward is 7-10 month approval cycle.
- SE Group is working with staff to prepare for stakeholder meetings March 14-15 and preparing articles for the Spring edition of the City Link.

Planning & Development

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

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.)
- 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: Currently under construction.
- 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/Qdoba Site Design Review

Other Land Use Applications:

- 213 N Ash St VRBO

Engineering

- Progress for the irrigation pumphouse replacements at Reed Park, Prospector Park and the Civic Center continues. Demolition is complete and concrete footers and slabs have been poured for all three locations.
- The Maple Street Sewer Project held an open house on Wednesday to discuss the plan and schedule as it affects residents and school operations.
- Staff is working on options for proceeding with the Highway 6 Interceptor project based on higher than expected bids.

Parks & Recreation

- The Fruita Community Center is hosting The Art Stroll at the Evening of Art on March 9th at 6:30. The Art Stroll is an evening of art, local entertainment, and a silent auction. All money raised goes to keeping the arts alive in Fruita.
- The Parks Crew is working on the planters in the Dinosaur Journey Parking Lot to reduce water use and are putting in rock to make the planters look better.
- The Guest Services Supervisor position at the Fruita Community Center closes today, and staff will begin the review process next week.
- Applications for the Fruita Youth Action Council are open and will be accepted until March 15, 2019. The goal of this group is to develop and promote Healthy Pro-Social Activities, programs, and events for the youth in Fruita. The flyer is provided below.

Tourism

- The FTAC is working with Slate Communications to roll out the new www.gofruita.com next week.

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

- [Mesa County jumps 56 spots in ranking of small metro areas.](#)
- [New report looks at tobacco use in Mesa County.](#)
- [Wildcats Rally Falls Short in Sweet Sixteen.](#)
- [Alzheimer's Support Program for Mesa County Residents.](#)
- [Farming the Grand Valley: the impacts of a wet winter.](#)
- [Grand Valley Transit workers will not strike.](#)

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, 2019** - An Evening of Art in Fruita from 6:30 – 9:30 pm at the Community Center.
- **March 15, 2019** – Fruita Chamber of Commerce Business After Hours at the new Munchies Location at 550 Kokopelli Blvd, Fruita Co 81521.
- **March 26, 2019** - Bike the Riverfront Trail with the City Manager and City Officials. Join us for a casual and fun discussion on the community, while exploring the new Kokopelli Section of the Riverfront Trail. We will meet at the Fruita Community Center at 2:00 p.m.
- **March 30, 2019** - The 9 News Health Fair from 7 – 11 am at the Community Center (Flyer below).
- **April 25, 2019** - Coffee with the City Manager at Best Slope Coffee. We will meet at 7:30 a.m.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

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



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.

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.

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

Accepting YOUTH Applications!

Fruita Youth Action Council

What is the Youth Action Council (FYAC)?

- The FYAC is a group of 10-15 youth between 6th and 12th grades for the 2019/2020 school year (current 5th grade students are welcome to apply)
- Members of FYAC will meet once a month during a one-year term commitment with the possibility of two
- Youth will provide input to the Fruita Youth Initiative (FYI) on youth related issues and concerns
- FYAC will work with the FYI to promote healthy pro-social activities and events in our community



What will a Youth Action Council Member Do?

- **YOU** will help develop and promote Healthy Pro-Social activities, programs, and events in Fruita
- **YOU** will receive Leadership Training
- **YOU** will learn about local government
- **YOU** will create FYAC by-laws and design a logo
- **YOU** will represent Fruita YOUTH

How Do I apply?

- **Complete the application by 5:00pm, March 15th, 2019**
- Applications can be found at www.fruita.org/fyac
- Return to the Fruita Community (Recreation) Center c/o Angie Hainer
- Questions? Contact Angie Hainer by phone at (970) 858-0360 x6407 or E-mail ahainer@fruita.org



EXPLORE FRUITA WITH THE CITY MANAGER

Casual Community discussions with City officials.

Is there anything that you would like to discuss personally with the City Manager? Join the City Manager Mike Bennett and guests for informal discussions about Fruita while exploring what our community has to offer. Join us at any of the following dates for coffee, hiking, and biking. For more information and the most current schedule, please visit fruta.org. Additional dates to follow.



UPCOMING DATES

3.26.19 at 2 p.m.
Bike the Riverfront
Trail with City Officials -
meet at Fruita
Community Center

4.25.19 at 7:30 a.m.
Coffee with Mike at
Best Slope Coffee

5.9.19 at 10:00 a.m.
Hike Opal Hill - Meet
at Snooks Bottom
Parking Lot

5.28.19 at 10:00 a.m.
Coffee with Mike at
Aspen Street Coffee

6.19.19 at 4:30 p.m.
Bike to the Lagoons -
meet at Fruita
Community Center

CITY OF FRUITA

325 E. Aspen Ave
Fruita, Co 81521
970-858-3663

Fruita.org

Gofruita.org



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.