



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 8, 2019
Re: WEEKLY INFORMATION UPDATE

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Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Fruita Parks and Recreation Awarded GOCO Grant

This Wednesday, the Parks and Recreation Department was awarded a \$75,000 grant from GOCO to update the Fruita POST Plan. This money will be used to add two new components to the POST Plan, and those are Health and Recreation. The new plan will also update existing components and evaluating priority projects relating to existing and new parks, trails, open space, and expansion to the Community Center.

Winners of Elevation Outdoors' 2019 Best of Rockies Contest Announced

Back in January, Elevation Outdoors Magazine asked readers to vote on the best businesses, people, and destinations in the Rocky Mountain Region. The Grand Valley had a plethora of nominees and the winners were announced this week. Over the Edge Sports in Fruita won Best Bike Retail Shop, Horsethief Bench won Best Mountain Bike Ride, Colorado National Monument won Best Campground, and BestSlope Coffee won Best Coffee Shop. Runners up from the Grand Valley were Loki Gear for Best Outdoor Brand, Colorado Backcountry Biker for Best Bike Guide Company, Hot Tomato for Best Restaurant, and Big Mike's Pork & Ribs for Best Food Truck. Congratulations to all the winners and nominees! The link for this can be found [here](#).

Fruita DMV Grand Opening

Mesa County, the City of Fruita, and the Fruita Chamber are hosting a Riboon Cutting event at the Fruita Civic Center Tuesday at 11:30 am for the Fruita satellite to open Thursday March 14. The office will be open 8am – 5pm Tuesdays and Thursdays. See invite below.

Comprehensive Plan Steering Committee Selected

We have selected and notified the Comprehensive Plan Update Steering Committee and they will begin to work with us and the consultant next week. We are excited to have the following individuals: Eric Watters, Greg Olson, Robert Jones, Steve Jozefczyk, Rob Bergen, Patrick Hummel, Maline Listid, Sean Simpson, Kathryn Bedell, Cody Davis, Lori Buck, Dave Karisny, Geri Robinson, Justin Gollob, John Moir, Amanda Quigley, and Cullen Purser.

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

Heritage Award Recipient

Local resident, Yvonne Peterson, was recognized this week by the Museum of Western Colorado with the Parnter in Heritage Award for her extensive work in preserving historical information in Mesa County. This includes her dedication in collecting and cataloging information for the Lower Valley Heritage Room that is located in the Fruita Civic Center and her work on the Fruita Historic Presevation Board. This award was well deserved and it is great to see her recognized for all her work.



City Manager Engagement Series (cont.)

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

- Planning staff and I will have an engagement corner at the Art Stroll Saturday regarding the comprehensive plan update.

- I participated in the interview panel for the Greater Grand Junction Sports Commission Executive Director.
- Studies , estimates, schematics for the lagoon redevelopment property are nearing completion and evaluation.
- We met with DOLA this week to discuss pending grants and will be seeking an extension to the sewer grant and amendments for the trail grant to add connections to the business park.
- Mayor Pro Tem Lori Buck represented the City at an Outdoor Recreation Coalition meet up.
- City has issued 14 new dwelling unit permits in Jan/Feb. See full report below.

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:

- 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

Public Works

- Crews were busy this week replacing street name signs along Pine Street. The new signs have larger text and should be more visible, especially at night.
- With all the that wet conditions that we have been having, the generator for the I-70 lift station appears to have settled and broke some electrical conduits resulting in the emergency systems for the lift station being compromised for a portion of this week. Fortunately, no interruptions in sewer service occurred. Emergency power systems are now operational, and staff will be working on taking some additional measures in the coming week to make permanent repairs.

Engineering

- Plans and specs for Maple Street sewer and overlay project advertisement comes out this Sunday and plans will be available on Monday.

Parks & Recreation

- The Fruita Community Center is hosting The Art Stroll at the Evening of Art tomorrow 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.

Police Department

- Corporal Garrett Henderson's last day with the Police Department was Wednesday, March 6th. We thank Garrett for his years of service to the community and wish him the best of luck with his next venture.
- Garrett's departure leaves an opening at the position of Corporal. Tony Gianinetti will be promoted to this position effective March 10th. Congratulations Corporal Gianinetti.
- The Police Department is actively recruiting for current and anticipated future police officer vacancies.

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

- [American West discovers how to make money on the outdoors: enjoy it.](#)
- [Local Veterinarians joins forces with Mesa County Animal Services to provide subsidized spay/neuter vouchers.](#)
- [Earthquake in Western Colorado](#)
- [Mesa County real estate sales slowing.](#)
- [Mesa County United Way raises nearly \\$1 million.](#)
- [Western Colorado Parks hit grant jackpot.](#)
- [Risks of avalanches extremely high, warnings in place on the Grand Mesa.](#)

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.

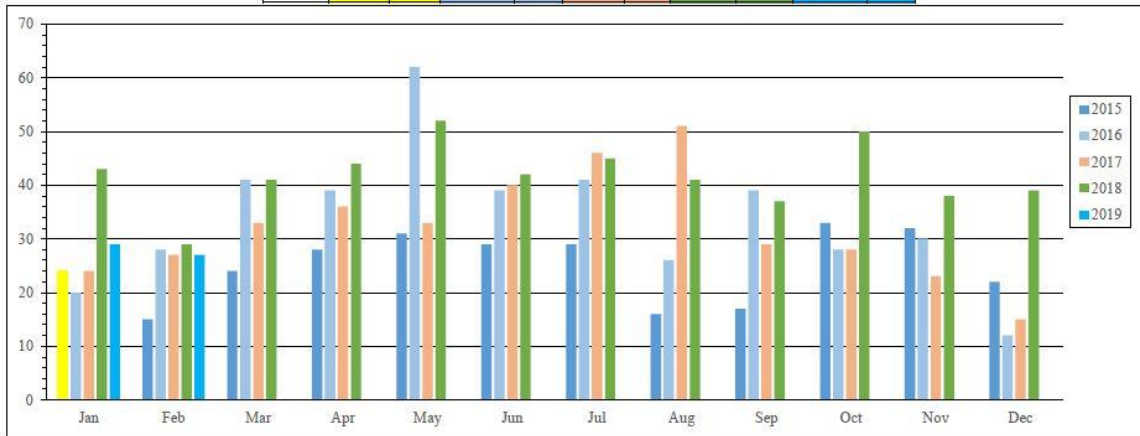
- **March 15, 2019** – Fruita Chamber of Commerce Business After Hours at the new Munchies Location at 550 Kokopelli Blvd, Fruita Co 81521.
- **March 26, 2019** - Bike the Riverfront Trail with the City Manager and City Officials. Join us for a casual and fun discussion on the community, while exploring 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

Planning and Development Reports:



Monthly Development Report 2015-2019											
	2015		2016		2017		2018		2019		
	PC's	NR	PC's	NR	PC's	NR	PC's	NR	PC's	NR	
Jan	24	6	20	1	24	4	43	16	29	6	
Feb	15	2	28	5	27	2	29	7	27	8	
Mar	24	2	41	5	33	0	41	14			
Apr	28	3	39	11	36	5	44	5			
May	31	1	62	11	33	4	52	10			
Jun	29	2	39	4	40	1	42	11			
Jul	29	4	41	6	46	2	45	6			
Aug	16	3	26	2	51	11	41	4			
Sep	17	3	39	7	29	2	37	6			
Oct	33	3	28	2	28	4	50	5			
Nov	32	3	30	3	23	9	38	7			
Dec	22	3	12	2	15	2	39	2			
TOTAL	300	35	405	59	385	46	501	93	56	14	



Breakdown of Planning Clearance's Issued by Type

	Fence	Com	Com Remodel	Res Remodel	Utility Upgrade	Roof	Garage/Carport	Addn	Sign	Shed	Demo	Mobile	Porch/Patio	Misc.	Total
Jan	4	0	1	3	10	1	0	1	0	0	0	0	0	9	29
Feb	3	0	0	3	8	2	0	0	1	0	1	0	1	8	27
Mar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Aug	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sept	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Oct	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Nov	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dec	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
YTD	7	0	1	6	18	3	0	1	1	0	1	0	1	17	56

Breakdown of New Code Enforcement Issues 2019

	Weeds	Trash	Junk Vehicles	Permits	Business	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	4	3	0	0	8	0	2	2	0	2	1	22
Feb	0	2	1	0	0	0	0	0	1	0	0	0	4
Mar	0	0	0	0	0	0	0	0	0	0	0	0	0
April	0	0	0	0	0	0	0	0	0	0	0	0	0
May	0	0	0	0	0	0	0	0	0	0	0	0	0
June	0	0	0	0	0	0	0	0	0	0	0	0	0
July	0	0	0	0	0	0	0	0	0	0	0	0	0
Aug	0	0	0	0	0	0	0	0	0	0	0	0	0
Sept	0	0	0	0	0	0	0	0	0	0	0	0	0
Oct	0	0	0	0	0	0	0	0	0	0	0	0	0
Nov	0	0	0	0	0	0	0	0	0	0	0	0	0
Dec	0	0	0	0	0	0	0	0	0	0	0	0	0
YTD	0	6	4	0	0	8	0	2	3	0	2	1	26

RE-OPENED THROUGH A PARTNERSHIP BETWEEN:



FRUITA
COLORADO



MESA COUNTY
CLERK & RECORDER



Your Community Connection

Ribbon Cutting Ceremony

TUESDAY, MARCH 12, 2019
11:30AM TO 12:30PM

RIBBON CUTTING @ 11:45AM

325 E. ASPEN | FRUITA

**FRUITA DMV OFFICE
GRAND RE-OPENING!**

[HTTPS://CLERK.MESACOUNTY.US/MV/](https://clerk.mesacounty.us/mv/)



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.

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 fruita.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.