



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: March 29, 2019
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Meeting and Workshop

We will begin our meeting by recognizing students and teachers from Fruita Middle School. Following that, there are two items on the consent agenda, one quasi-judicial hearing, and one administrative update on the new Work Order System for Public Works. After the meeting our workshop will include two topics, an update on the refinancing of FCC Bonds and an overview on conflicts of interest.

Fruita Youth Initiative

Key Leaders of FYI met yesterday to receive a report from Ture Nycum on the successes of FYI thus far. Some of the recent successes include better communication and partnerships with local schools and Mesa County Public Health, the integration of Positive Youth Development in Parks and Recreation, the identification of community issues surrounding youth substance abuse, participation in community education sessions, and the creation of the Fruita Youth Action Council. The partnerships between the City, business community, local schools and school district, Mesa County Public Health and other community stakeholders is a huge success that we want to continue. While the Communities that Care process may be too tedious and focused on process more than outcomes, Mesa County Health Department has worked with the state to enable us to continue to build on our successes and focus on the outcomes identified without all the CTC steps. Over the next few months we will onboard the new CTC facilitator with the Health Department and prepare for the next steps of the process.

City Manager Engagement Series

This Tuesday we kicked off the first Explore Fruita with the City Manager. The purpose of this series is to motivate residents to explore and discover Fruita with me while discussing current topics or questions that they may have. A small group joined us at the Community Center and rode the new Kokopelli section of the Colorado Riverfront Trail to Loma and back while discussing items like growth, our comprehensive plan process, community engagement, etc. Provided below is the

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

schedule for upcoming discussions and events. Please feel free to join if a time works for you. We will continue to try different times, days and events to accommodate different schedules.

General Updates

- Grand Valley Irrigation is on track to turn on the water into the canals April 1st. The City of Fruita will turn on city operated irrigation systems on April 8th and should have water running by April 10th. Private subdivisions will need to contact their HOA for a start date.
- Peter Booth officially resigned from the Museum of Western Colorado this week after serving as the Executive Director for the past six years. Mike Perry has agreed to step-in as the interim Director until a replacement has been found. Mike previously served as the Executive Director for the Museum of Western Colorado and we are fortunate to have him on board to keep operations running smoothly until a replacement is found.
- SE Group is working on fully creating the story board website for the Comprehensive Plan update.
- We received the final study for the Lagoon site and will be evaluating and working with our partners on next steps.
- Councilman Karisny, Sam, Ken and I attended the 521 Drainage Authority Board Workshop #2 this week focused on discussing the recommendations from the consultant for forming one drainage group for the valley. The next workshop is scheduled in April.
- We continue to work on future staffing and capital needs internally in preparation for the budget process.
- We continue to work with the School District on the new elementary school and high school addition. They are planning to host an open house in Fruita to showcase plans for the new elementary school—date and time to be out as early as next week.
- Council members Buck and Karisny and I attended the Building a Better Colorado non-partisan focus group of leaders throughout the valley to focus on discussions on the Gallagher Amendment, TABOR Amendment and Amendment 23. It was an engaging interactive process. We will provide handouts Tuesday night.
- Mayor Pro Tem Buck and I attended the GJEP Board meeting this week and they are gearing up for the Western Colorado Economic Summit April 19th with keynote speaker Stephanie Copeland, Managing Partner of Fourpoints Funding and CEO of the Governance Project (former Executive Director of OEDIT). Mayor Kincaid and Mayor Pro Tem Buck are registered as well as members of staff and I.
- Keep your eyes out for Real Estate section story on Fruita in Sunday's GJ Sentinel.
- Have an awesome weekend! Spring is finally here.



Engineering

- With irrigation water coming next week, Dirtworks Construction was contracted to complete the piping of three (3) irrigation crossings associated with the Highway 6 Sewer Extension project. The work is complete and ready for irrigation water.
- Maple Street Sewer project has a mandatory pre-bid scheduled for Tuesday, April 2 at 1:30 pm. The bid opening is currently scheduled for Friday April 5 at 1:30 pm. Both meetings are to be held at the Civic Center.
- Paving on Cedar Way north of Aspen Ave. was completed this week which was the last of the work on the Cedar Way Infrastructure project.

Human Resources/Tourism

- FTAC met this week and received a report from George Gatseos regarding the Fat Tire Festival and 18 Hours of Fruita. The 18 Hours of Fruit race sold out in November. Both events will be in first weekend in May and last year's change to place the demo vendors at 18 Road Trails has increased attendance. More events and vendors selling products will be in the downtown area this year.
- One week from today we take over the Colorado Tourism Office Instagram account "Visit Colorado" for a week. Be sure to follow, like, and share the posts. They have 143,000 followers.

Parks & Recreation

- There were 25 applications received for the Fruita Youth Action Council! We are expecting to accept 15 of those applicants for the council.
- The 9 News Health Fair is tomorrow (3/30/2019) at the Community Center from 7-11 a.m.
- The Youth Scholarship Golf Tournament is next week on April 5th at Adobe Golf Course. All proceeds from the event go to benefit Youth Scholarships for sports in Fruita.

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.)
- Grand Valley Estates 2 Final Plan/Final Plat
- Mossberg Minor Subdivision
- Bradyville Annexation

Site Design Review:

- FHE: Construction is nearing completion.
- Raptor Rd Storage (614 Raptor Rd Storage)

- Colorado Canyons (Family Health West) is far along on the construction of the hospital expansion.
- Einstein's Bagels/Qdoba Site Design Review

Other Land Use Applications:

- 213 N Ash St VRBO
- Birchwood Conditional Use Permit for 5 horses in a Community Residential Zone

Public Works

- Public Works is officially fully staffed with all seasonal help that started this week.
- Crews worked this week on cleaning/burning irrigation ditches and prepping for the start of the irrigation season. GVIC is scheduled to start filling the canals on April 1, and the City irrigation systems will start being turned on the week of April 8th.
- The blower project at the WWRF was completed in January of 2019 and, in the first full month of operation, we have been seeing a cost savings of roughly 15% in electricity as a result. This exceeded our projections and, if these trends continue, we are projecting a savings of up to \$25k for 2019. This project has also allowed us to better control our treatment process and has resulted in some of the best nutrient treatment results we have been able to achieve.

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

- [Mesa County jobless rates retreats.](#)
- [Flood prevention project at foot of Bookcliffs is nearly complete.](#)
- [Happy trails: A closer look at some of the riding options at 18 Road.](#)
- [Spring biking safety](#)
- [The value of volunteers.](#)
- [Fruita hospital expands to help fight opioid epidemic.](#)
- [On the ready: Getting a list set for my summer activities.](#)
- [Valley near record rain for March.](#)
- [Come for the job, stay for the trails. Using mountain biking to lure great employees.](#)
- [BLM firefighters ready for fire season.](#)
- [CPW: Leave baby animals alone.](#)
- [Beware of trail closures and conditions this time of year.](#)
- [Scott Mercier: Riding mountain bikes in Mexico for spring break.](#)
- [The Best Things to Do in Colorado this Spring.](#)

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 30, 2019** - The 9 News Health Fair from 7 – 11 am at the Community Center (Flyer below).
- **April 5, 2019** – Youth Scholarship Golf Tournament at Adobe Creek Course at 9:00 a.m.

- **April 6, 2019** – Waste Management Electronics Recycling Event at Civic Center Parking Lot at 9:00 a.m.
- **April 11, 2019** – Fruita Chamber of Business After Hours at Sud’s Brothers Brewery at 5:30
- **April 12-13, 2019** – Desert Rats Trail Running Festival at Rabbit Valley
- **April 17, 2019** – Easter Egg Scramble at Fruita Community Center at 4:00 p.m.
- **April 17, 2019**- Summer Activity Fair at the Fruita Community Center, 6:00-7:30 p.m.
- **April 25, 2019** - Coffee with the City Manager at Best Slope Coffee at 7:30 a.m.
- **April 25, 2019** -- is the Municipalities Dinner in Palisade.
- **April 27, 2019** – COPMOBA Grand Valley Bike Swap at Civic Center Park, 10:00 a.m. to 5:00 p.m.
- **May 3-4, 2019** – 18 Hours of Fruita at Highline State Park
- **May 3-5, 2019** – Fruita Fat Tire Festival, Downtown Fruita and 18 Road Trailhead
- **May 4, 2019** – Girls on the Run 5K at Fruita Community Center, at 9:00 a.m.
- **May 8, 2019** – Bike to Work Day, 7-9 a.m. at Civic Center Park
- **May 9, 2019** – Hike Opal Hill with the City Manager – meet at Snooks Bottom at 10:00 a.m.
- **May 11, 2019** – COPMOBA 30th Anniversary Party at Civic Center park
- **May 18, 2019** – History Fair and Pabor Day, Downtown Fruita
- **June 5-8, 2019** – TechStars Startup Week West Slope (flyer provided below)
- **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.



TECHSTARS STARTUP WEEK WEST SLOPE



WEDNESDAY, JUNE 5 Hometown

Host events in your town to activate the local community before we gather together in Grand Junction.



THURSDAY, JUNE 6 - 8 Grand Junction

We're calling our western neighbors to Grand Junction for three days of education, celebration, and play.

Techstars Startup Week West Slope is a FREE, multi-day, "choose your own adventure" meeting of the entrepreneurial minds to celebrate the [#WestSlopeBestSlope](#) way of doing business.

GET INVOLVED

For the community, by the community. We invite you to get involved.

Help craft the program by submitting an idea for a session. Sessions can take many shapes: panels - skills-building workshops - interactive presentations - competitions - social events and more.

The goal is to bring us together, so it's an entirely free event that's open to all. We couldn't make it happen without the generous support from sponsors. Join in the fun! ☺

PROGRAM TRACKS

Learn from industry leaders and gain actionable insights for growing your skill sets. Build your connections to accelerate your career and company's success.



BASECAMP
coworking, community hub & investor office hours



CAPITAL
funding, financing & investment



MAKERS & PRODUCERS
builders, growers, sewers & goods



MARKETING & COMMUNICATION
branding, social media, advertising & engagement



GROWTH
strategy, culture, sales, development, teams & hiring



FUN
outdoor activities & social events

MORE INFORMATION: westslope.startupweek.co

EMAIL US: westslope@startupweek.co

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



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.