



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 24, 2019
Re: WEEKLY INFORMATION UPDATE

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Monday, City Offices will be Closed in Observance of Memorial Day.

Tuesday's City Council Workshop

It is going to be a busy workshop next week. We will begin with an update on the 521 Drainage Authority and the Grand Valley Drainage District Refunds, and then have a brief discussion on Boards and Commissions. After that, we will discuss two updates from Finance and Administration, and then we will review Planning and Development updates. The meeting will include with considering providing a Letter of Support to the Grand Junction Urban Trails Committee for the Made to Move Grant, and discussing signing on to a letter to fund the Land and Water Conservation Fund.

Recap of Fruita in Motion Open House

We appreciate the 100 or more people who took time to join us for the open house last night. We had a great turnout with engaged residents who shared a lot of constructive feedback that will help shape this plan out. Soon, SE Group will summarize the results and we will share on www.fruitainmotion.org, and then they will work closely with the Steering Committee to draft policies and future land use maps for review with the public, Planning Commission and Council during a tour of community engagement in the fall.



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

Fruita Named Bicycle Friendly Community by League of American Bicyclists (Continued)

Last week, the League of American Bicyclists recognized Fruita with a Bronze-level Bicycle Friendly award, joining 476 communities across the country in building better places for people to bike. The Bronze-level award recognizes our commitment to improving conditions for bicycling through investments in bike infrastructure, education policies, and promoting and encouraging bicycling through events and pro-bicycling policies. The full press release is provided below, and our report card can be found [here](#).



General Updates

- **Congrats to all our community graduates!**
- GVT will be extending service hours for the Dash Shuttle during JUCO week. The Dash is a free local shuttle in Grand Junction that runs every Thursday-Saturday from 4:15 p.m. to 12:15 a.m. The full schedule for the DASH during JUCO week can be found below, and the release from Mesa County can be found [here](#).
- Thanks to the Fruita Chamber for their Member Appreciation lunch this week!
- Coffee with the City Manager will be held next Tuesday, May 28, 2019 at 10:00 a.m., at Aspen Street Coffee. As always, this is an opportunity for the public to discuss anything Fruita while exploring our local businesses. We hope to see you there.
- We have updated our Fruita data with 2018 numbers. Last year, we saw an increase in visitor count for most of our hiking trails, as well as more visitors at Kokopelli, the North Fruita Desert, and on the Colorado River. To view all of this, check out this link: [2018 Fruita Data](#).
- We submitted a request to DOLA to extend the grant for the Kokopelli section of the Riverfront trail in order to construct the two connections to the Business Park, we were recently approved for, during the winter when water is not in the drainage canal that we will have to cross.
- Ken and I had a great time cooking and serving breakfast this morning to our Public Works staff to wrap up Public Works week—we have awesome employees!
- The Colorado West Land Trust shared that they thoroughly enjoyed their annual picnic at Snooks Bottom Sunday.
- The first, and hopefully annual, Pabor Day was a huge success! We appreciate the many volunteers with our Downtown Advisory Board, Historic Preservation Board and many other residents and staff who made this happen. I had a chance to attend the history bike tour and scavenger hunt with my son and had a great time.
- The Business Incubator and Alpine Bank will be hosting the Business Showcase of 2019 on June 6th, 2019 from 4 p.m. to 7:00 p.m. It is free to attend and will highlight many of the businesses of the GJ Incubator. More information can be found [here](#), and the flyer is provided below.



Administration/Finance

- Staff has been busy with review and analysis of garbage collection proposals and online credit card payment proposals.
- The State passed SB 19-262 which will result in an additional distribution of Highway User's Tax Funds in 2019 of approximately \$53,000. This is in addition to the additional \$33,000 distribution from SB 18-001. These are non-recurring funds that are allocated to streets and roads.

Engineering

- This week, the new Engineering Intern Kellisha Ostler started. Kellisha is a CU/CMU Civil Engineering Student and will be a great addition to the department. Welcome Kellisha!
- The re-striping of Aspen in front of City Market is likely to occur by CDOT after Memorial Day weekend and we have notified them about the festival occurring.
- We plan to re-advertise the Highway 6 interceptor project June 9th with a bid opening in early July.

Human Resources/Tourism

- At the FTAC meeting this week we discussed upcoming The Fruita Farmers Markets and the Fruita Fall Festival in depth. The Farmers Markets this year will be held every Saturday morning from 8:30 to 12:30 p.m. at the Civic Center. There will be live music, and already, almost 40 vendors have signed up to participate. The theme of the Fall Festival this year will be "Fall in Love with Fruita" and will be September 27-29, 2019. Also, Pabor Day had over 200 in attendance! Great work to everyone who organized and participated in the event.

Parks & Recreation

- Staff are gearing up for Mike the Headless Chicken Festival next Friday and Saturday. Last year we had over 18,000 in attendance so should be a big weekend.
- The new Verizon Wireless tower is installed on top of the Community Center hidden behind matching façade and the logo. It will be online in a month or so.
- We are participating in the Mesa County Trails Advisory committee and received over 70 applications for the Trail Coordinator we will assist in the selection process.
- Staff met with the Greater Grand junction Sports Commission this week to evaluate and assess the ending of the Rim Rock Marathon this November.

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 (1849 J 2/10 Rd)
- Bradyville Annexation & Zoning Petition (1897 L Rd)
- Legacy 3 PUD Preliminary/Final Plan (1101 Kiefer Ave)
- Oak Creek Estates Final Plan/Final Plat (1149 18 ½ Rd & 1840 K 4/10 Rd)

Site Design Review:

- Raptor Rd Storage (614 Raptor Rd Storage) is ready to pick up their planning clearance.
- Colorado Canyons (Family Health West) is far along on the construction of the hospital expansion.
- Einstein’s Bagels/Qdoba: (401 Jurassic Ave #B) has received their planning clearance and starting construction soon.

Other Land Use Applications:

- Birchwood Conditional Use Permit for 5 horses in a Community Residential Zone
- Land Use Code Amendment: Public Purpose Subdivision: Location & Extent
- MCVSD51/ Burenheide: Public Purpose Subdivision: Location & Extent approved via Planning Commission and City Council with staff comments
- Quench Soda Shop Conditional Use Permit (132 W McCune Ave)
-

Public Works

- Staff participated in the Children’s Water Festival to educate and entertain 2,600 5th graders who attended this year at CMU. Over 800 came through our booth to get sprayed with water or suck up golf balls with the Vactor truck.



- Also, Public Works week was a success! Thank you to all of our staff for their hard work and dedication to Fruita. Pictured below is Mike Bramlett, Cesar Juarez, Amanda Downey, and Jake Womack accepting the proclamation from City Council.



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

- [Business booming in Fruita thanks to collaboration, vibe.](#)
- [Biz Buzz – Fruita's Imondi Wake Zone.](#)
- [Five quirky summer festivals that are quintessential Colorado.](#)
- [Mesa County update: Jobless rate drops as labor force grows.](#)
- [A public lands story.](#)
- [Train rides in Georgetown; outdoor bash in Eagle; a headless chicken in Fruita – Out and About.](#)
- [Imondi Wake Zone expands with aqua park.](#)
- [Possible tornado spotted over Monument.](#)
- [Western Colorado Children's Water Festival.](#)
- [CDOT is tearing up its \\$9 billion to-do list – and the rewrite may include more transit.](#)
- [Fruita Monument sends off 425 grads.](#)
- [Library board names new director.](#)
- [State of the valley: Officials hail gains, but also expect some pains.](#)
- [St. Mary's opens new center dedicated to cardiac, vascular care.](#)
- [State and local economic outlook "optimistic".](#)

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.):*

- **May 31 – June 1, 2019** - Mike the Headless Chicken Festival, Downtown Fruita

- **June 5-8, 2019** - Techstars Startup Week West Slope
- **June 6, 2019** - Thursday Night Concert - Straygrass at 7:30 p.m. at Civic Center Park
- **June 7, 2019** - Food Truck Friday at 7:30 p.m. at Civic Center Park
- **June 13, 2019** – Thursday Night Concert– Soul Habit (Funk/Soul) at 7:30 p.m. at Civic Center
- **June 15, 2019** – Golf Tournament Fundraiser (American Legion Post 2006) at 8:00 a.m. at Adobe Creek Golf Course.
- **June 20, 2019** – Flat Top Seed (Blues/Rock) at 5:30 p.m. at Civic Center Park
- **June 22, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **June 24, 2019** – Fruita Chamber of Commerce State of the Community Breakfast at Lower Valley Fire District. [RSVP here.](#)
- **June 27, 2019** – Robert Earl Keen and Centennial Band at 7:30 p.m. at Civic Center Park
- 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

SPECIAL EVENT • SPECIAL EVENT • SPECIAL EVENT

Catch a FREE RIDE to **JUCO**

May 25 - June 1, 2019

The DASH

FREE LOCAL SHUTTLE

RUNS EVERY 30 MINUTES!

EXPANDED SERVICE FOR JUCO WEEK

DOWNLOAD THIS APP AND SEE THE BUS LOCATION IN REAL TIME!



- Saturday, May 25 7:15am to 12:15am
- Sunday, May 26 8:15am to 11:15pm*
- Monday, May 27 8:15am to 11:15pm*
- Tuesday, May 28 9:15am to 11:15pm*
- Wednesday, May 29 9:15am to 11:15pm*
- Thursday, May 30 1:15pm to 12:15am
- Friday, May 31 4:15pm to 12:15am
- Saturday, June 1 4:15am to 12:15am

*Additional service leaving the stadium 30 minutes after the end of the last game will be provided if needed

ALL OTHER GVT BUS ROUTES FREE WITH JUCO TICKET! (no service May 26 - 27)



Connecting you to local shopping, dining, sporting events, art, hotels, and events throughout Grand Junction.

GVT Grand Valley Transit | **DashGJ.com** ROUTE INFO + DESTINATIONS | **Alpine Bank JUCO WORLD SERIES JUCO**

SPECIAL EVENT • SPECIAL EVENT • SPECIAL EVENT



BUSINESS
INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

www.gjincubator.org



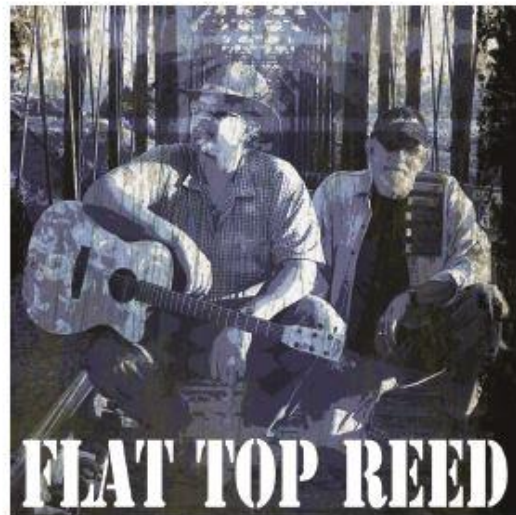
Alpine Bank presents the
Member FDIC

Business Showcase 2019

Join us for a day of fun!
BIC tenant and
alumni booths, food,
music, Beer/Wine
Garden, tours &
more!

June 6th, 2019

4PM-7PM



No Cost to Attend!

2591 Legacy Way Grand Junction CO 81503
Contact: 970-243-5242
tbenson@gjincubator.org



Alpine Bank

Member FDIC



FRUITA
COLORADO



For Immediate Release
Date: May 14, 2019

Contact: Mike Bennett
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**Fruita named a Bronze-Level Bicycle Friendly Community
by the League of American Bicyclists**

Fruita, Colorado --- Today, the League of American Bicyclists recognized Fruita, Colorado with a Bronze-level Bicycle Friendly Community (BFC) award, joining 476 communities across the country in building better places for people to bike. With today's announcement of ten new and renewing BFCs, Fruita joins group of communities that are transforming the American landscape and leading on livability measurements important to community members.

"We applaud communities like Fruita for making bicycling a safe, comfortable, and convenient option for transportation and recreation," said Bill Nesper, Executive Director of the League of American Bicyclists. "We are inspired by leaders who see bicycling as a way to build more vibrant, healthy, sustainable and connected communities and be a part of the solution to many complex public health and safety challenges faced at both the community and national levels."

The League of American Bicyclists' Bicycle Friendly America program sets the standard for how communities evaluate their quality of life, sustainability, and accessibility, while allowing them to benchmark progress toward making biking better. With this latest round of new and renewing awardees, there are currently 476 Bicycle Friendly Communities in all 50 states and the District of Columbia. The Bronze-level BFC award recognizes Fruita's commitment to improving conditions for bicycling through investments in bike infrastructure, education programs, and promoting and encouraging bicycling through events and pro-bicycling policies.

“Fruita is special because it offers a world-class biking experience with the cool, laid back attitude of friendly, small town America. You can get the trip of a lifetime and feel like you rolled into your own private party. It really is a remarkable place.” Kevin Godar – Owner of Colorado Back Country Biker.

The City of Fruita also just completed the 4.5-mile Kokopelli section of the Colorado Riverfront Trail. This portion of the trail was completed with single-track sidewalk off shoots and connects the whole community to public lands, specifically, the Kokopelli Trail System. Cyclists can now ride all the way from Palisade to Moab via the Riverfront Trail and the Kokopelli Trail.

More than 800 communities have applied for recognition by the Bicycle Friendly Community program, which provides a roadmap to making biking better for communities of all shapes and sizes. The rigorous application process is an educational tool in itself, and includes an opportunity for local bicyclists to provide input on their experiences and perceptions of bicycling in their community.

The five levels of the BFC award – diamond, platinum, gold, silver and bronze, plus an honorable mention category and a no designation level – provide a clear incentive for communities to continuously improve. Awarded communities must renew their status every four years to ensure that they not only maintain existing efforts, but also keep up with changing technology, national safety standards, and community-driven best practices. To learn more about the BFC program, visit bikeleague.org/community.



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.