



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 31, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

The City Council Meeting next week will begin with five items on the consent agenda. There are two legislative hearings, and two quasi-judicial hearings, one on a new liquor license application and one on a conditional use permit. The meeting will conclude with the presentation of the Independent Auditor's Report, 2018 Financial Statements and the Fiscal Health Analysis.

Mike the Headless Chicken Festival – Tonight and Tomorrow!



Mike the Headless Chicken (festival) is turning 21 this weekend and the theme is "What Happens at Mike, Stays at Mike." The weekend long Poultry Show at the Civic Center begins today at 4:00 p.m., and Stray Grass and Steve Griggs will be headlining the concert. Tomorrow is full of events, including the Disc Golf Tournament at the Riverfront Park, the Mike 5k Run/Walk, the Wing and Peep Eating Contest at Suds Brothers, and performances by Paper Moon Shiners, Donny Morales, and the North Mississippi All Stars, among more. For the full schedule of activities, please see the flyer is provided below. As usual, because of the Festival, Downtown Fruita will be busy this weekend and there will be delays and closures around town. Aspen, Elm,

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

and Peach around the Civic Center will be closed all of Friday and Saturday. Aspen until the Circle downtown will also be closed from 7 a.m. to 5:00 p.m. for the car show. Schedule below.

Pivot Product Launch/Press Camp Recap

As you are aware, Pivot Cycles was here for over a week period recently staying in Fruita. Pivot brought in dealers, editors, and racers that participated in the Grand Junction Off Road Race. The Dealers and Editors tested, reviewed, and wrote articles on the new Pivot Mach 4 SL Mountain Bike while riding in and around Fruita and enjoying Fruita downtown businesses. If you are interested in some of the media that refers to or has photos of Fruita, the links are provided here. Pivot has shared all the photos that they took and the City of Fruita will be able to use for marketing promotions.

- [First Ride: All New Pivot Mach 4 SL Replaces Two Bikes, Blurs Trail and XC Lines](#)
- [First Ride: Pivot's XC Race Ready 2020 Mach 4 SL.](#)
- [Pivot Mach 4 SL – First Ride.](#)
- [Pivot Cycles 4 SL first-ride review: Full XC race machine.](#)
- [Pivot's 2019 Mach 4 SL is an Olympic-level XC beast.](#)
- [Introducing the new Pivot Mach 4 SL.](#)
- [Singletrack Mountain Bike Magazine Video of Kokopelli.](#)

General Updates

- Congratulations to Family Health West and Western Valley Family Practice. WVFP has joined FHW healthcare system. Press release below.
- Coffee with the City Manager was well attended with a lively discussion about City projects, plans, goals, growth and pickleball.
- The Census Bureau is looking for local people to staff its 2020 Census operations. Check out [this link](#) for information about the positions available.
- The Business Incubator Center has hired a new Incubator Program Director, Laura Mercier. Press release attached below.
- Mayor Kincaid, Councilman Karisny and I attended the meet and greet with new DOLA Executive Director Rick Garcia and spent some time discussing Fruita and the great partnership we have had with DOLA on many critical infrastructure projects and planning projects completed with grant assistance from the Energy Impact Fund.
- Met with the Grand Valley Transit and the other City managers to review our annual intergovernmental agreement.
- We are coordinating the rest of the annual calendar for the Fruita in Motion comprehensive plan process which will include many steering committee meetings, stakeholder meetings, a large community party October 3rd and an intense public outreach tour October – December with a final open house in January. Please direct all to follow www.fruitainmotion.org to participate.
- We are finalizing the phase one studies, invoices and grant for the lagoon redevelopment project.

Administration/Finance

- Staff is preparing operational budget kick-off meeting with departments, assisting with the new compensation plan with HR and preparing to present Tuesday night the financial statements, which after approved by Council are submitted to the ratings agency and subsequently we will receive a rating and start the refunding process to close in July.

Engineering

- With the school year ending, the Maple Street project is set to begin Monday and an electronic sign has been out providing notice of the street closure beginning Monday.
- We have attempted to get in touch with the Railroad about the length of time rail cars have been in the area on the tracks, still not having success getting a response.
- The CDOT I70 Salt Wash Bridges scour mitigation project that was set for this summer has been pushed back to FY22 & 23 due to bids coming in too high and funding being reallocated.

Human Resources/Tourism

- FTAC is working to schedule a summer team building and strategic planning session.
- Congrats to our recent Geared Up Award recipients Gary Link and Tony Padilla in Public Works!

Parks & Recreation

- FCC Outdoor Pool officially open over Memorial Day Weekend and has been getting a lot of use with end of school parties, etc. Come out and enjoy the cool as our weather starts to warm up.
- DinoMites Summer Day camp is completely full. Due to construction and work at Shelledy Elementary, we did move the camp back to the Fruita Community Center.
- The First Thursday Night Concert is next week! Come to the Civic Center and enjoy as Stray Grass is kicking off the summer season for us. Don't forget your chair.
- Unfortunately, we have experienced some vandalism at Little Salt Wash Park and behind the Community Center, which the Police Department is investigating.

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
- Quench Soda Shop Conditional Use Permit (132 W McCune Ave)
- Zeuner Conditional Use Permit for a VRBO
- Mesa Street Conditional Use Permit for VRBO

Public Works

- We have experienced several irrigation line breaks on the Encanto system averaging about one repair per week this year.

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

- [36 Things to Do This Weekend in Colorado: May 21 – June 2, 2019.](#)
- [Fantastic Fossils](#)
- [Colorado National Monument celebrates 108th birthday.](#)
- [Happy Trails: Rattlesnake Canyon Arches worth the daylong journey of ups and downs.](#)
- [Area Chambers of Commerce adapt in technological age.](#)
- [How Pizza, Bikes, and Passion Helped Build a Fruita Community.](#)
- [Woman with cerebral palsy headed to Miss Colorado Pageant.](#)
- [Despite wet weather, firework safety still a concern.](#)
- [Visit Grand Junction releases new guide.](#)
- [Veterans Saluted on Memorial Day.](#)
- [Ruby-Horsethief extends camping fee season.](#)
- [Wet weather helps Colorado escape drought.](#)
- [More travelers using GJT.](#)
- [Lock it or Lose it.](#)

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 8, 2019** – Dinosaur Day at Dinosaur Journey – 9:00 a.m. to 4:00 p.m.
- **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** – Riverfront Concert Series – Sonny Landreth at James M. Robb Fruita State Park, gates open at 5:30 p.m., show starts at 7:00 p.m. Tickets required.
- **June 20, 2019** – Thursday Night concert - 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** – Riverfront Concert Series – Robert Earl Keen - at James M. Robb Fruita State Park, gates open at 5:30 p.m., show starts at 7:00 p.m. Tickets required.
- **June 27, 2019** – Thursday Night Concert - Centennial Band (American Classic) at 7:30 p.m. at Civic Center Park.
- **June 29, 2019** - Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **July 3, 2019** – Fruita 3rd of July Fireworks Display over Snooks Bottom at dusk.
- **July 4** - City offices closed and no Thursday night concert.
- **July 6, 2019** - Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **July 11, 2019** – Riverfront Concert Series – Tab Benoit at James M. Robb Fruita State Park, gates open at 5:30 p.m., show starts at 7:00 p.m. Tickets required. **We will also receive our Starbust Award on stage prior to the concert for the Kokopelli Section of the Colorado Riverfront Trail project.**
- **July 11, 2019** - Thursday Night Concert – Bluegrass Offenders (Bluegrass) at 7:30 p.m. at Civic Center Park.
- **July 13, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **July 18, 2019** – Thursday Night Concert – Frank Bregar Orchestra (Big Band) at 7:30 p.m. at Civic Center Park.
- **July 20, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **July 25, 2019** – Thursday Night Concert – Slim Pickins (Bluegrass) at 7:30 p.m. at Civic Center Park.
- **July 27, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **Aug. 1, 2019** – Thursday Night Concert – Oxymorons (Top 40/Rock Covers) at 7:30 p.m. at Civic Center Park.
- **Aug. 3, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **Aug. 8, 2019** – Thursday Night concert – The Williams Brothers Band (Blues Rock/Grit Country) at 7:30 p.m. at Civic Center Park.
- **Aug. 10, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **Aug. 17, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.

- **Aug. 24, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **Aug. 31, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **September 27-29, 2019** – Fruita Fall Festival, Downtown Fruita
- 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



MIKE TURNS 21,
**MIKE THE HEADLESS
CHICKEN FESTIVAL**

MAY 31ST · JUNE 1ST · FRUITA · COLORADO

WWW.MIKETHEHEADLESSCHICKEN.ORG

Presented by:



Event location:
Civic Center Park
325 E. Aspen Street



Friday, May 31

- 4:00pm-10:00pm Mike Games (free), Store, Artisan & Food Vendors Open
- 4:00pm-8:00pm FREE Poultry Show in the Civic Center
- 6:00pm Pre Registration Dinner at Munchies for the Car Show
- 6:00pm Entertainment: Stray Grass
- 7:30pm Entertainment: Steve Griggs



Saturday, June 1

- 7:00am-10:00am Lion's Club Pancake Breakfast 100F Hall on the Circle
- 10:00am-3:30pm Blue Dots Car Show
- 8:30am-10:00am Tee-Off / Pay-N-Play for Disc Golf Tournament at Riverfront Park
- 9:00am Mike 5K Run/Walk Begins Sponsored by ———> Chesnick Realty LLC
- 9:00am-10:00pm Mike Games (free), Store, Artisan & Food Vendors Open
- 9:00am-5:00pm FREE Poultry Show in the Civic Center
- 11:30am Mr. Pancake Kids Show
- 12:30pm Suds Brothers Brewery Wing Eating and Peep Eating Contest
- 3:00pm Street Moves Cirque
- 4:00pm Entertainment: Paper Moon Shiners
- 5:00pm Poultry Show Awards on Civic Center Stage
- 6:00pm Entertainment: Donny Morales
- 7:30pm Entertainment: North Mississippi All-Stars





NEWS RELEASE



Date: May 30, 2019

Contact: Stacey Mascarenas
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970-858-2170 or 970-250-7525c

FOR IMMEDIATE RELEASE

Western Valley Family Practice joins Family Health West

Fruita, CO - Family Health West announced today that Western Valley Family Practice – a well-known and established group of family medicine physicians – has joined the Family Health West healthcare system. The practice, still known as Western Valley Family Practice, currently consists of six physicians, three physician assistants and one nurse practitioners and will be expanding providers soon.

“We are excited to join the Family Health West family,” said Dr. Kurtis Holmes, who has practiced at Western Valley since 1989. “We already provide vast and comprehensive services, and this union will just expand and provide more primary care, specialty care and cutting-edge treatments for thousands of existing and new patients. Considering the shortage of primary care physicians in not only the Grand Valley but nationwide, the timing couldn’t be better.”

“Today is an additional step forward in the carrying out of our health care mission of providing compassionate, cost-effective, high-value health care that enhances the quality of life in our community,” says Family Health West President and CEO Mark J. Francis. “We have worked closely with Western Valley since the day they opened their doors in 1980 and we are thrilled to have them formally part of our family.”

Conveniently located not only in Fruita at 281 N. Plum Street but also on the Redlands in Grand Junction at 2237 Redlands Parkway. The Redlands location will continue to provide 7-day a week after-hours physician services. Monday-Friday 5:30 pm-9:00 pm, Saturday’s 10:00 am - 3:00 pm, Sunday’s 10:00 am-2:00 pm.

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About Family Health West

The Spectrum of Care Family Health West offers ensures patients receive the best in health services through all stages of their lives. These services include: designated Critical Access 25-bed Hospital, Surgery, 24/7 Level IV Trauma and Emergency Care, Lab and Imaging Services, Wound Healing, Infusion services, Adult and Pediatric Rehabilitation – physical, speech, occupational, and respiratory therapies, Wellness, Secured and assisted living, Rheumatology at Arthritis Center of Western Colorado, Neuro and spinal care specialists at Atlas Arch Neurosurgery, Podiatry at Balanced Rock Foot & Ankle, Orthopedics and sports medicine at Monument Orthopedics and Sports Trauma, Pain management specialists at our Outpatient Procedure Center and RedRock Integrative Rehabilitation Medicine and comprehensive family medicine at Western Valley Family Practice. For more information on services, please call (970) 858-3900 or visit www.fhw.org.

PRESS RELEASE



THE BUSINESS INCUBATOR CENTER
2591 Legacy Way, Grand Junction, CO 81503 • 970/243-5242 • Fax 970/241-0771

FOR IMMEDIATE RELEASE:

DATE: May 30, 2019
CONTACT: Terri Benson
PHONE: 970-243-5242

Business Incubator names new Incubator Program Director

Laura Mercier has been named the new Incubator Program Director, and will be overseeing both the Commercial Kitchen and Incubator Programs here at BIC.

Laura holds an MBA and comes from a long background in Marketing/Outreach/Events, Non-Profits, and owns her own business designing and selling textiles. Past history includes Page/Lake Powell Chamber of Commerce, Big Brothers/Big Sisters, Community Corrections, and Crisis and Literacy Counseling.

"I am thrilled to join the Business Incubator Center. Having worked in both the business and non-profit arenas throughout my career, I am looking forward to the opportunity to merge this experience at one location. Working with local entrepreneurs to develop their businesses through training and individual coaching, as well as helping to develop economic growth in Mesa County, will be an exciting new adventure. Together with the talented and committed staff at the Business Incubator Center, we will continue to move the program in an innovative direction."

Executive Director Jon Maraschin added, "We are excited to have Laura on our team as we continue to help our local entrepreneurs launch, grow, and find their successes. Laura's experience and bias towards excellence is a great fit for our local team, regional ecosystem, and overall economic success of our community. We kind of like her dog Kona as well, she's also a great fit for our campus."

FOR MORE INFORMATION on BIC programs, contact Jon Maraschin at 970-243-5242 or go to www.giincubator.org.

The Business Incubator Center serves a mission to support the launch, growth, stabilization and long-term success of business enterprises. We measure success by our ability to guide entrepreneurs through sound business decisions and our positive influence on economic growth in the region. In the past year, BIC's results included the launch of 26 new companies, more than \$11.3 million in revenue generated by these companies, creation/retention of approximately 331 jobs, funding of 28 businesses in the community for \$1.04 million, and investment of over \$5.8 million in capital.



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.