



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 23, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop on August 27, 2019 at 6:30 p.m.

It is a full agenda for the workshop meeting next week. We will begin our meeting with an update on Transportation Impact Fees and will follow that with a discussion on the Short-Term Rental Code. The meeting will conclude with a discussion on the Lodging Tax.

Heavy Hearts

After reporting last week on the passing of an employee, it is with a heavy heart to announce that another member of the Public Works team passed away unexpectedly over the weekend due to a heart attack. Paul Heppler had been employed with the City of Fruita as a wastewater operator for the past 4 years after moving to the western slope to be closer to his children & grandchildren. Paul was considered an expert in the field of biosolids and enjoyed working on teams, including serving as a valuable member of the Fruita's employee relations committee. Paul's striking resemblance to, and enjoyment in being, Santa during the holidays reflected the fun-loving attitude that Paul shared with others. A memorial service for Paul will be held on September 1, 2019 at 2:00 pm at the Surface Creek Community Church in Austin, Colorado.



Final District 51 Survey to name the new Fruita Elementary School

After receiving 700 responses, School District 51 has narrowed the potential names of the new Fruita Elementary School down to ten options! The District has launched a second survey with these ten names, and you can participate in it here and pick your

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

three favorites. The new name of the school will be announced at the groundbreaking event on September 17, 2019, at 4:30 p.m. at the school site of 18 ½ Road and K.4 Road. [Pick your favorites here!](#)

City of Fruita Accepting Proposals for Municipal Prosecution Services

The City of Fruita is currently seeking proposals for a Municipal Court Prosecutor to provide legal services. The City is interested in contracting with an attorney or firm to provide high quality, responsible, timely, and cost-efficient legal services for the City's Municipal Court. The Request for Proposal can be found on our website [here](#), and the deadline to submit a proposal is next Friday, August 30, 2019, at 5:00 p.m. MST.

General Updates

- It's been a busy week in Fruita! On Monday morning, City staff toured the mountain properties with representatives from the Colorado Parks and Wildlife about potential partnerships for recreational opportunities. It was a very productive meeting, and the City will continue to explore this partnership as well as others to seek a sustainable solution for the mountain resources.
- We had a great turnout for Beer or Rootbeer with the City Manager at Copper Club on Wednesday night. We discussed a variety of issues, from downtown development to improving our roundabouts, and much more. It was great to hear from everyone and discuss ideas for Fruita. Our next City Manager engagement meeting will be Coffee at the Fruita Starbucks on September 5, 2019 at 7:30 a.m., we hope to see you there.
- The Colorado Municipal League has announced the Municipalities District meetings for this fall. These meetings are an opportunity to speak with other municipalities in our area and share information and ideas. Our district's meeting will take place on September 11, 2019 from 4:00 p.m. to 7:30 in Parachute. If you want more information or would like to register, please reach out to me. Shannon and I are attending.
- Staff and I met with our regional representatives from the Department of Local Affairs this week and discussed our current grant projects and pending grant applications. We should know the status of our supplemental funding request for the Highway 6 project and the Land Use Code update within a few weeks.
- Thank you to everyone that participated in the Comprehensive Plan's Community Character Workshop on Thursday night. The group discussed the future of Downtown Fruita, the Highway 6 & 50 corridor, and potential areas of transition in Fruita. All the information collected from that meeting will be posted at fruitainmotion.org and you can participate in the exercises there.
- The Meet and Greet for the new Library Director of Mesa County Libraries will be on Monday, September 23, 2019 from 5:00 to 7:00 p.m. at the Fruita Branch Library (in the Fruita Community Center). The full flyer can be found below.
- There are only a few more weeks left of the Fruita Farmer's Market! If you are looking for delicious produce and food, make sure to head down to the Civic Center from 8:30 to 12:30 each Saturday until the Fruita Fall Festival.
- Staff is finalizing the Fall City Link, and it will be mailed to homes and business next week.
- Had the opportunity to ride some trails with the local Bureau of Land Management (BLM) office staff, COPMOBA and a visiting official with BLM this week to discuss Fruita's partnership with BLM.

- Fruita Fourth Friday and Food Truck Friday is tonight! Head downtown for a variety food trucks, live local music, family fun, and specials at our local businesses.
- Tomorrow is the Red Barron Ball by Family Health West!
- Have an awesome weekend!

Administration/Finance

- Staff continues to work on the 2020 Budget.

Engineering

- The Kokopelli Trail Extension Project at 16 Road and Pabco Industrial Park bid opening is today, Friday the 23rd, at 1:30 p.m. For more information, you can review the bid tabulation and updates [here](#).
- As part of the Maple Street Sewer Project, a new crosswalk and refuge island is being constructed at N. Sycamore St. And Ottley Avenue. The curb ramps were poured earlier this week with the refuge island construction scheduled for next week.
- Construction started this week on Grand Valley Estates Subdivision Filing II located at the southeast corner of Fremont St. and J 2/10 Road.

Human Resources

- The Fruita Tourism Advisory Board held their monthly meeting on Thursday. Slate Communications provided the group with a recap of the retreat last month, as well as their 2020 Marketing Plan for Fruita. The group also approved the Tourism and Special Events Funding Application for this year, and that will be available next Monday, August 26, with a due date of September 20, 2019. This funding source has, in the past, funded events such as the Fruita Fall Festival, the Fat Tire Festival, and the Mike the Headless Chicken Festival. The group is looking forward to receiving applications for 2020 events.

Parks and Recreation

- Next Wednesday, September 28, the Fruita Youth Initiative (FYI) will be hosting the first “Start the Conversation Fruita” discussion and the topic will be on Vaping. Both parents and the youth are welcome to attend and learn about these important topics. It will be hosted at the Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- Staff had a productive meeting with RiversEdge West and the Lower Valley Fire Department about tamarisk removal and improving the Washes.

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 will be before City Council 8/20/19. (Located at the Intersection on 19 Rd & Iron Drive)

- Garden Estates Final Plat will be before City Council 8/20/19 (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- KCP Minor Subdivision (536 Kokopelli Blvd)
- Brandon Residential PUD Preliminary Plan

Site Design Review:

- Colorado Canyons (Family Health West) has received a Certificate of Occupancy and finished Construction.
- Einstein's Bagels/Qdoba: (401 Jurassic Ave #B) has received their planning clearance and is nearly complete with construction.
- Quench Drinks Site Design Review is complete and getting ready for construction.
- Coloramo Site Design Review (333 W Aspen)

Other Land Use Applications:

- Griffin VRBO
- Richwood Avenue VRBO
- 259 N. Elm Street VRBO

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

- [Local High Schools to Participate in Well-Being Study.](#)
- [Jobless rates dip locally, in Colorado.](#)
- [State Sen. Scott plans run for county commission seat.](#)
- [Western Colorado Community College opens up new state-of-the-art electric lineworker facility.](#)
- [Zero-Emission vehicle program approved.](#)
- [Tests show student growth in District 51.](#)
- [Large mosquito population at Loma Elementary.](#)
- [Mind Springs plans new facility.](#)
- [Business groups weigh in on proposed development fee increases.](#)
- [Grand Valley to be focus on suicide prevention.](#)
- [Ideas mixed on how law should apply to gas projects.](#)
- [700+ names narrowed to 10 for new Fruita elementary school: Rank your favorites in one last online survey.](#)
- [Go local: Local Jam '19 takes it up a notch with local music.](#)

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.):*

- **August 23, 2019** – Fourth Fridays and Food Truck Friday at Civic Center Park, 5:30 to 8:30 p.m.
- **August 24, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **August 28, 2019** – Start the Conversation Fruita on the topic of vaping, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **August 31, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.

- **September 5, 2019** – Coffee with the City Manager at Fruita Starbucks at 7:30 a.m.
- **September 6, 2019** – Food Truck Friday at Civic Center Park, 5:30 p.m. to 8:30 p.m.
- **September 15, 2019** – Dog Daze at the Fruita Community Center, 6:00 p.m. to 8:00 p.m.
- **September 17, 2019** – Groundbreaking and naming of new Fruita Elementary School, 4:30 p.m. at 18.5 Road and K.4 Road.
- **September 23, 2019** – Meet and Greet with the new Director of the Mesa County Libraries at the Fruita Branch, 5:00 to 7:00 p.m.
- **September 24, 2019** – Hike Dino Hill with Mike at 4:00 p.m.
- **September 25, 2019** – How to Start a Business in Western Colorado at FWorks in the Fruita Civic Center, 1:00 p.m. to 4:00 p.m.
- **September 27-29, 2019** – Fruita Fall Festival, Downtown Fruita
- **September 28, 2019** – Bike Rodeo at the Fruita Community Center, 9:00 a.m. to 11:00 a.m.
- **October 3, 2019** – Comprehensive Plan Draft Plan Party at the Fruita Civic Center, 4:00 p.m. to 7:30 p.m.
- **October 26, 2019** – Truck and Treat at Civic Center Park, 10:00 a.m. to 12:00 p.m.
- **October 31, 2019** – Trick or Treat Street, Downtown Fruita, 3:00 p.m. to 5:00 p.m.
- **November 2, 2019** – Rim Rock Marathon, Colorado National Monument, Fruita Co at 8:00 a.m.
- **December 18, 2019** – Cookies N’ Claus at the Fruita Community Center at 6:00 p.m.
- 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

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org.

Library Director Meet-and-Greet

Michelle Boisvenue-Fox, the new director of Mesa County Libraries, invites Mesa County residents to this informal meet-and-greet where they can learn more about her and share any thoughts or ideas they have about their local libraries.



Fruita Branch Library
5-7 p.m. Monday, September 23



Mesa County
LIBRARIES

Visit mesacountylibraries.org
for more meet-and-greet
times and locations.

 visit mesacountylibraries.org

Explore Fruita with the City Manager

Upcoming Dates:

7.2.19 at 8:00 a.m.

Coffee with Mike at
Enstroms Candies Fruita

7.31.19 at 7:00 p.m.

Paddleboard with Mike
at Imondi Wake Zone

8.13.19 at 10:00 a.m.

Walk Downtown Fruita
with Mike

8.21.19 at 5:30 p.m.

Beer or Rootbeer with
Mike at Copper Club

9.5.19 at 7:30 a.m.

Coffee with Mike at
Fruita Starbucks

9.24.19 at 4:00 p.m.

Hike Dino Hill with
Mike



Is there anything that you would like to discuss personally with the City Manager? Join 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 more information and the most current schedule, please visit fruita.org.



FRUITA
COLORADO



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.