



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: AUGUST 30, 2019  
Re: WEEKLY INFORMATION UPDATE

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**City offices will be closed Monday, September 2, 2019 in observance of Labor Day.**

Trash and recycling services will be delayed by one day due to the holiday. Hope that everyone has a great holiday weekend!

**Tuesday's City Council Meeting**

The meeting on Tuesday will begin with recognizing the Fruita Monument High School Teacher and Student of the month for September. After that, there are two proclamations for Family Health West Day and Hunger Awareness Month. There will then be two presentations, one on the City of Fruita's Community Profile in the Comprehensive Plan Update, and a presentation on the Fruita Branch of the Mesa County Libraries by new Director Michelle Boisvenue. There are four items on the consent agenda, and our meeting will conclude with three quasi-judicial hearings on planning and development items.

**Fruita in Motion Update – Community Character Workshop**

Last Thursday, the planning team held a design workshop with the steering committee, members of the City Council, and the Downtown Advisory Board. The team presented an audit of existing design standards and downtown character. The group then discussed the future of Downtown Fruita, the Highway 6&50 corridor, and potential areas of transition in Fruita. All this information and the presentation has been uploaded to [fruitainmotion.org](http://fruitainmotion.org). If you were unable to participate, you can view the material and updates at the website. Also, the presentation on the Community Profile has been added to the website.

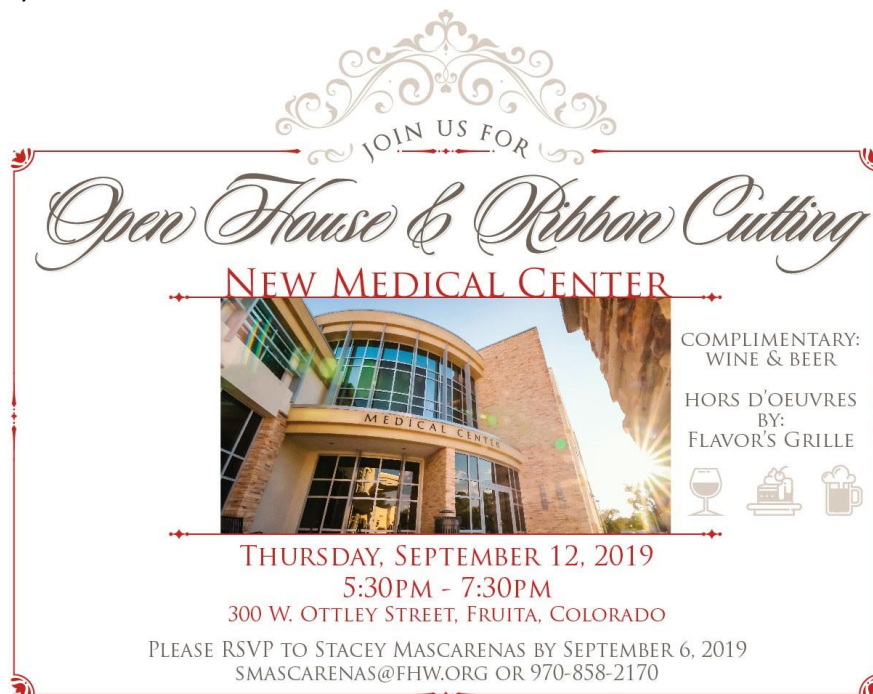
**Final District 51 Survey to name the new Fruita Elementary School**

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 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!](#)

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

## General Updates

- City sales tax continues to trend up year to date. June's sales tax revenues were up 13.16% from the previous year. Lodging tax is also up 25.67% in June of 2019 when compared to June 2018. We are still trending behind 2018 for lodging tax revenues, but after June, the gap is now only 2.26%.
- This week we were able to have a great discussion with a prospective business that we have talked with over the years that is getting more serious. Hopefully more to come on that.
- Congrats to FHE, based here in Fruita on being named in the top 5,000 fastest growing companies in the nation as well as introducing their new product the FracLock System!
- The ribbon cutting for the grand opening of the new wing of Colorado Canyons Hospital (Family Health West) and this month's Business After Hours will be held on September 12, 2019 at 5:30 p.m. If you are interested in attending, please RSVP with the Chamber [here](#) or with [Stacey Mascarenas](#). There will be complimentary food and drinks. Full flyer is provided below, and we hope to see you there!



- The 15<sup>th</sup> Annual Colorado River Cleanup will be held on September 7, 2019. This cleanup is an on the water cleanup where trash collected on the banks is floated down river to takeout then disposed of. This year, it will be done in sections, with Fruita at 9:00 a.m., Grand Junction at 9:30 a.m., and Palisade at 10:00 a.m. If you would like to participate or learn more information, you can visit the [event notice here](#).
- The Fruita Chamber of Commerce is still looking for volunteers for the 2019 Fruita Fall Festival. If you are interested in volunteering or have questions, you can email the Chamber at this [link](#).
- The Grand Valley Metropolitan Planning Organization (GVMPO) continues to seek public input for the 2045 Regional Transportation Plan update. On the website, there is now an online survey where you can provide feedback, as well as find information on upcoming events to

participate. Please visit the website [here](#) for more information or email any questions to the GVMPO at this [link](#).

- Just a reminder, next Thursday morning is Coffee with the City Manager at the Fruita Starbucks at 7:30 a.m. We hope to see you there.

### **Engineering**

- The bid opening for the Kokopelli Trail Connections Project was held last Friday and we received seven bids. If you would like to see the proposals, you can view the bid tabulation [here](#).
- Garden Estates Subdivision conducted a preconstruction meeting this week. Construction will start soon.
- Grinding and sidewalk replacement request for quotes is up on our RFP's webpage with responses due by September 13, 2019.
- Crosswalk improvements at Sycamore St. & Ottley Ave. were constructed this week. Pavement markings are planned for Monday, September 2, 2019.

### **Parks and Recreation**

- Youth Soccer and Flag Football both started this week with practices. With Fruita Fall Little League also going on, Little Salt Wash Park is busy with activity.
- The first 'Start the Conversation' session was held this past Wednesday where Kelsey Fife from Mesa County Public Health presented on Youth Vaping to those in attendance. The next Start the Conversation session is on September 2<sup>5th</sup> and it will cover mental health.
- We'd like to welcome Victoria (Tori) Retallack as our new Fitness Wellness Coordinator. Tori started her position this past Monday and has been a fitness instructor for the Fruita Community Center (FCC) for some time doing a variety of classes and programs. We are excited that she will bring new ideas and classes to the FCC in the future.
- Recreation Staff will be interviewing three candidates for the Youth Activities Coordinator position on Wednesday, September 3<sup>rd</sup>. We hope to have that position filled soon afterwards.
- For Labor Day, the FCC will have modified hours, and will be open from 7:00 a.m. to 7:00 p.m.

### **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

#### **Police Department**

- Chief Krouse and I attended the Grand Junction Regional Communications Center Board meeting and received a presentation regarding the 2020 proposed budget. The budget as proposed included an approximate 12% increase for the City of Fruita. The budget will be further discussed and voted upon at another meeting later in September.

#### **Public Works**

- Crews were busy with asphalt patching this week throughout the City.
- Erosion of some drainage and irrigation facilities developed this week on the property owned by the City of Fruita near 16 Road and L Road. The City worked with Grand Valley Drainage District, Mesa County, and the property lessee to develop a plan to protect 16 Road, which will include temporarily rerouting the flows away from the road and extending the public drainage facilities such that the private irrigation ditch can dry out and be piped later this year.
- This week, the Public Crews painted a portion of the Colorado Riverfront Trail at the Little Salt Wash to help with visibility and keep bicycle and pedestrian traffic safe when there is low light. Thank you to Fruita Velo for the picture.



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

- [Happy trails for the mountain bike fan.](#)
- [An Eating and Drinking Tour of the Western Slope.](#)
- [Parts of Colorado under fire restrictions.](#)
- [BLM hunting for space for local headquarters.](#)
- [New Fruita elementary school will possibly add a preschool.](#)
- [16 strange, spooky, and \(mostly\) true Colorado stories to tell around a campfire.](#)
- [Peter Baier employed by Mesa County Commissioners to be Mesa County Administrator.](#)
- [Fruita looks to restore bridge for pedestrian use.](#)
- [Biz Buzz for Aug. 25, 2019 – Magically Made Coffee opening this weekend.](#)
- [“Fill the Boat” starts this week.](#)
- [Veterans hospital director heading to Front Range.](#)
- [State grant funds community wildfire mitigation.](#)
- [Construction crews work on Riverfront Trail project.](#)
- [Farm labor lets inmates learn skills, feed hungry.](#)
- [Seeking bond measure is about the big picture.](#)
- [Arc thrift stores expanding to the Western Slope.](#)
- [Program helps blind seniors take charge.](#)
- [Inmates pick watermelons for food bank.](#)

**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 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 12, 2019** – Ribbon Cutting, Grand Opening, and Chamber Business After Hours for the expansion of the Colorado Canyons Hospital and Medical Center at 5:30 p.m. The event will be at Family Health West at 300 W. Ottley Ave, Fruita Co.
- **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](mailto:communications@fruita.org).



# BUSINESS AFTER HOURS

You are invited to join the Fruita Area Chamber of Commerce for a Ribbon Cutting, Grand Opening & Business After Hours for the expansion of the Colorado Canyons Hospital & Medical Center. The evening will include great conversations, tours and refreshments.

September 12, 2019

5:30-7:30PM

5:30PM Ribbon Cutting

## FAMILY HEALTH WEST

@ COLORADO CANYONS HOSPITAL & MEDICAL CENTER  
300 W. OTTLEY AVE, FRUITA, CO 81521



FREE FOR MEMBERS  
& INVITED GUESTS  
RSVP REQUIRED

RSVP ONLINE AT [EVENTS.FRUITACHAMBER.ORG](http://EVENTS.FRUITACHAMBER.ORG)

HOSTED BY:



# 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](http://mesacountylibraries.org)  
for more meet-and-greet  
times and locations.

 visit [mesacountylibraries.org](http://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](http://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.