



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 13, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting on September 17, 2019 at 7:00 p.m.

The meeting on Tuesday will begin with a Proclamation on Red Friday Hero Day and two presentations, one from the Fruita Youth Advisory Council and the other from the Arts and Culture Board. There are six items on the consent agenda, and two legislative hearings. The meeting will conclude with four quasi-judicial hearings, one on the recapture fees of Highway 6 sewer line and three items on the Iron Wheel Development (continued from August 6, 2019 meeting).

Fruita in Motion: Plan Like a Local Update

The Fruita in Motion Steering Committee had an engaged and productive discussion regarding the draft land use map, infrastructure needs, and transportation needs. We are gearing up for the Fruita in Motion Draft Plan Party Oct. 3 from 4-7:30 pm in Civic Center Park. The Steering Committee will not meet in October and November as Dan and I will be meeting with many community groups to continue getting feedback on the draft plan. Most of the Fruita schools have agreed to host a night with parents, students, and teachers as well as promote the Oct. 3rd event. We will also be meeting with many community organizations, HOAs, and partner agencies.

Family Health West Expansion Ribbon Cutting and Opening

Thursday night, Mayor Kincaid and I attended the ribbon cutting and grand opening of the expansion of the Colorado Canyons Hospital and Medical Center and Mayor Kincaid read the proclamation declaring Sept. 12, 2019, Family Health West Day. Congratulations to Family Health West on the expansion and its beautiful new facility.



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

Boards and Commissions Vacancies

The City of Fruita is accepting applications to fill vacancies on the Livability Commission and the Historic Preservation Board. The mission of the Livability Commission is to gather community input and make recommendations to the City Council regarding the eight domains of livability that support healthy aging and improve the quality of life, economic health, and lifestyle of the Fruita community members. For information on the Livability Commission, you can visit this [link here](#). The purpose of the [Historic Preservation Board](#) is to protect and preserve the City's architectural, historic, and cultural heritage and provides educational opportunities to increase appreciation of Fruita's unique heritage. If you are interested in applying for either, you can find an application at this [link](#).

General Updates

- City sales tax, for the month of July, are up 16.85% from last year, and for the year are up 15.88% overall. After a slow start to the year, lodging tax was up 47.68% in July compared to last year, and is now up 4.95% for the year.
- If you can attend, the groundbreaking and name reveal for the new Fruita Elementary School is on next Tuesday at 4:30 p.m. at the school site (Freemont and K.4 Road). Hope to see you there.
- The Associated Governments of Northwest Colorado Economic Development Summit this year will be held on September 27, 2019 in Rifle. A few of the topics include current economic trends, trends in various energy industries, location neutral jobs, and more. To view the full agenda and find more information, you can visit this [link](#). If you are interested in attending, please let Deb or me know.
- The Fruita Fall Festival is only a few weeks away! Come downtown for a variety of food, live music, shopping, contests, games, special events, and more. To view a full schedule, you can visit the Chamber's website [here](#). Full flyer is provided below.
- Councilman Karisny and Shannon attended the Colorado Municipal League district meeting in Parachute on Wednesday night. The agenda for the meeting included recapping the legislative session, discussing the state's ballot measures this year, what to expect from the upcoming legislative session, and heading updates from other municipalities. If you would like to discuss any of these or hear more, please let me know.
- Jennifer Seal and I met with a representative of CareerWise this week and will be sharing information with local businesses on how to have high school apprentices, as well as exploring any synergy of the program with the Fruita Youth Initiative.
- Planning & Development Director Dan Caris, Public Works Director Ken Haley, and Councilman Dave Karisny are on the steering committee for the Grand Valley Transit Regional Transportation Plan. Ken and City Engineer Sam Atkins attended the open house at the library for this plan this week too.
- Exciting news for FWorks, this week, there were four new dedicated desks installed upstairs. Each of the news desks are reserved, and the Business Incubator already has a waitlist for new desks once they become available. There is still open seating memberships available at any time. Below is a picture of three of the new desks.



Administration/Finance

- Work continues on the 2020 budget. Per the City Charter we will present the first draft of a balanced budget at the Sept. 24 Council Workshop. Following the workshop, we will be sharing budget narratives and presenting more detailed information on each area, fund and department during the Council meetings in October- December.

Engineering

- Service to the Encanto Irrigation Line was restored on Wednesday as planned.

Human Resources

- The City of Fruita is accepting applications for a Wastewater Operator at our Wastewater Treatment Facility. Applications are due by September 30, 2019, and the job announcement/description can be found [here](#).
- We had 14 blood donors at the St. Mary's Blood Drive at the Civic Center on September 10th! Next blood drive at the Civic Center will be on November 12, 2019.

Parks and Recreation

- The Youth Activities Supervisor position has been filled. We are excited to share that Brittany Kline will be starting in her new role on September 23rd. She is coming from the Department of Human Services where she worked in Child Services.
- The Trails Maintenance Crew is off and running. The crew of three spent the week with COPMOBA, BLM and Western Colorado Conservation Corp staff getting trained on trail maintenance. The crew will start their initial work at 18 Road and then move to the Kokopelli Trail System. They are scheduled to work on trails for the next 6 to 8 weeks.
- The Fruita Youth Action Council had a productive meeting this past Tuesday. They selected a FYAC logo (see below), further defined the By-laws, provided feedback on the playground at the

new elementary school, and learned about the State-wide Rise Above program.



- One last reminder, the Fruita Community Center will be closed next week, beginning Monday, for the annual maintenance week. The FCC will reopen on Monday, September 23, 2019.
- There are two great events at the FCC this weekend! The Bike Rodeo is on Saturday from 9:00 a.m. to 11:00 a.m., and all kids that are new to riding are welcome. Come down and learn how to ride safely, and you can also register and inspect your bike. The first 100 kids will receive a free helmet. If your kid does not have a bike, we will also have some onsite so that everyone can participate.
- Dog Daze is this Sunday night from 6:00 p.m. to 8:00 p.m. Bring your pup down to the Community Center for a night of swimming, playing, and socializing. Entry to the event is any donation, and all proceeds go to the Roice Hurst Humane Society.

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)
- KCP Minor Subdivision (536 Kokopelli Blvd)

Site Design Review:

- Einstein's Bagels/Qdoba: (401 Jurassic Ave #B) has completed 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
- Little Imaginations Conditional Use Permit to operate a childcare facility at 433 E Aspen Avenue.

Police Department

- On Wednesday morning, City staff, members from the Police Department and Lower Valley Fire Department, participated in a moment of silence to honor and remember all that were lost on September 11, 2001. We thank all of the brave First Responders who risked their lives on that day and those that continue to keep us safe every day. Below are a few pictures from the Police Department.



Public Works

- Crews installed flashing beacons at the crosswalk of Ottley Ave and 18.50 Road near Rim Rock Elementary. These beacons have a high visibility rating, and we are hoping that it might help increase driver awareness of the crosswalk at this location. Additionally, the school district and the police department have been working together to provide additional enforcement and education related to crosswalk safety at this location.



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

- [Outside Magazine: Can't-Miss Bike Festivals for Every Type of Rider.](#)
- [2-day Desert Edge Triathlon.](#)
- [At the center of care: Fruita facility opens.](#)
- [Taking out the trash – Volunteers float river, cleaning along the way.](#)
- [Biz Buzz for Sept. 8, 2019.](#)
- [Young Entrepreneur Academy is now accepting applications.](#)
- [Potato Train, aka Spud Special, taught farmers in the early 1900's.](#)
- [Fruita among the top 50 Colorado cities to raise a family.](#)
- [How a former US Army Sergeant manages chronic pain.](#)
- [Local Elementary School teacher is one of seven finalists for Colorado Teacher of the Year.](#)
- [Local golfer's school project get PGA attention.](#)
- [Trails offer a path to community well-being.](#)
- [Mesa County warns public of lung illnesses linked to use of e-cigarettes.](#)
- [Fest to bring food, music and fun to Fruita.](#)
- [Count on health care and air travel as blessings.](#)
- [CSU opens Grand Valley facilities.](#)
- [Western Colorado Community College reveals hope for future by remembering the past.](#)
- [Kids Aid Helps Fight Hunger in Mesa County.](#)
- [343 fallen NY firefighters honored in Mesa County.](#)
- [Sheriff making use of crime stats.](#)
- [Name change for bond measure.](#)
- [Dr. Korrey Klein joined us to talk about their new medical center.](#)

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.):*

- **September 14, 2019** – Bike Rodeo at the Community Center, 9:00 a.m. to 11:00 a.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 the City Manager 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.



Alpine Bank



FRUITA FALL FESTIVAL

SEPTEMBER 27-29, 2019

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GAMES, SPECIAL EVENTS,
AND MORE!

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PLAN LIKE A LOCAL
FRUITA
IN
MOTION

DRAFT PLAN PARTY

Draft Plan Party - October 3rd

The City of Fruita is holding a draft plan party at Civic Center Park to share a draft of the Comprehensive Plan. This community gathering is your opportunity to see neighbors and learn about the plan in a fun, interactive environment. The main ideas of the plan will be presented and there will be engaging activities for you to offer comments and feedback. Food and drink will be provided. Please come by to learn about the plan and share your ideas!

Location: Civic Center Park

Time: 4 pm to 7:30 pm

Date: October 3rd



What is a Comprehensive Plan?

A comprehensive plan is a long-range planning document that provides policies and strategies for the city. The comprehensive plan was last updated in 2008 and Fruita is ready for a new plan based on where the city is today. Public input is essential to a comprehensive plan, ensuring it reflects the values of the community. Ultimately, the plan update will help the city guide development going forward and incorporate the community's vision and goals into future policies and actions.

For more information about the draft plan party and this planning process, visit:

www.fruitalnmotion.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.