



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPTEMBER 27, 2019  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting on October 1, 2019 at 7:00 p.m.**

The meeting next Tuesday will begin with two presentations, the first from Colorado House of Representatives District 54 Representative Matt Soper, and the other from the Downtown Advisory Board about a potential community bonfire next month. There are six items on the consent agenda and two quasi-judicial hearings scheduled. After that, there will be two budget presentations on the Marketing and Promotion Fund (and our marketing strategies by Slate Communications) for next year and the Planning and Development Department. Consideration to support a Colorado Parks & Wildlife grant matched by the Fruita Trail Initiative Partnership is also on the agenda.

### **Fruita Fall Festival – This Weekend**

Fruita Fall Festival starts today! Head downtown for plenty of food, music, shopping, contests, special events, and more. The full event schedule can be found [here](#), and the music schedule can be found at this [link](#). Hope to see you all there!

### **October 3<sup>rd</sup> Community Draft Plan Party**

Looking forward to the Draft Plan Party on Thursday, October 3<sup>rd</sup> from 4-7:30 pm in Civic Center Park. This is a drop-in, drop-out event for all ages catered with food and simple stations for residents to provide feedback to the current drafts developed by the Fruita in Motion Steering Committee and hired consultants. Following the event, Planning & Development Director and I will begin a roadshow throughout the community to gather additional feedback before the steering committee and consultants make changes and bring through the public process of Planning Commission and City Council in 2020. See flier below and follow along on [www.fruitainmotion.org](http://www.fruitainmotion.org).

### **Transportation Impact Fees Schedule Changes to Accommodate Public Feedback**

Staff is working on the language for the proposed ordinance related to transportation impact fees. In order to meet all public meeting notices, while obtaining needed public feedback first, we have updated the schedule to fit all this in. We will provide

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

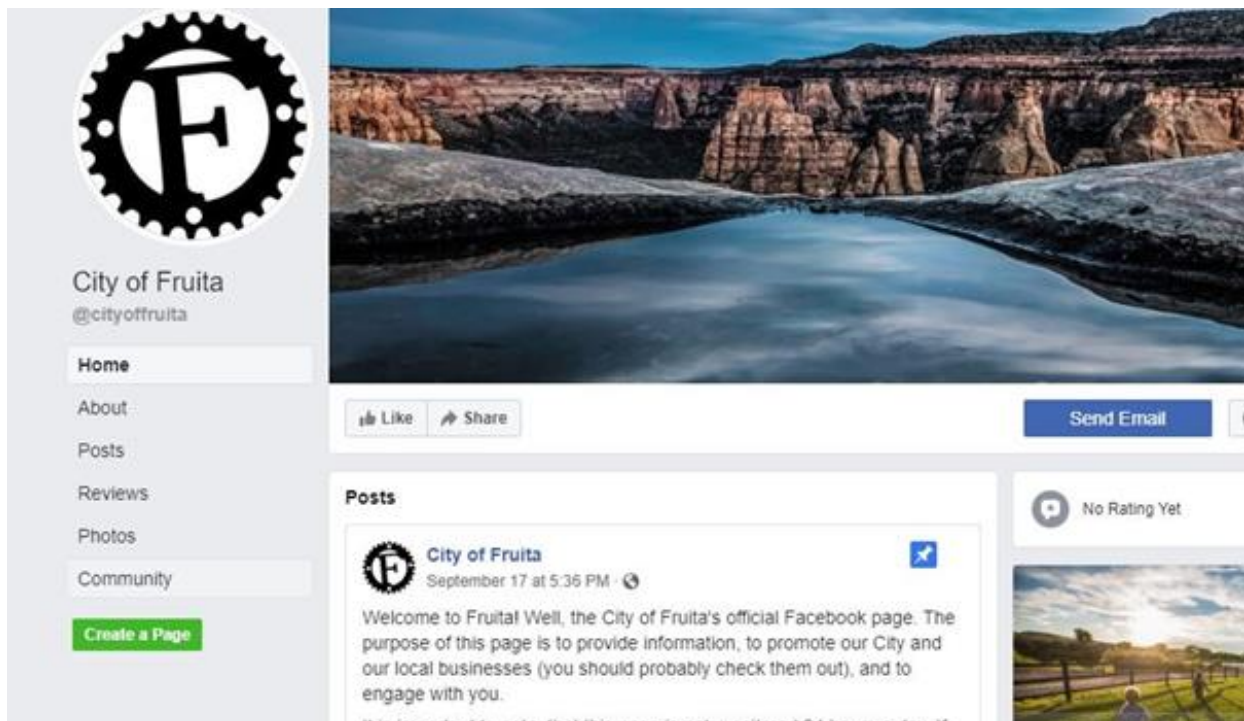
the draft ordinance for industry partners for 30 days similar to a regular development application. Staff will present to the Fruita Chamber Government Affairs on Sept. 30, Dan and I will also present to the Chamber Board on Oct. This means it will go to Planning Commission on November 12<sup>th</sup> and City Council on December 17<sup>th</sup>.

### **Boards and Commissions Vacancies (continued)**

The City of Fruita is accepting applications to fill vacancies on the Livability Commission, the Historic Preservation Board, and the Downtown Advisory Board. The mission of the **Livability Commission** (click each board name for more information) 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. 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. The **Downtown Advisory Board** advises the City Council and serves as a coordinating body for the advancement of downtown Fruita. If you are interested in applying for any of these three boards, you can find an application at this [link](#).

### **Find the City of Fruita on Social Media**

The City of Fruita is now on facebook! If you're interested in following, please like and share the page at [facebook.com/cityoffruita](https://facebook.com/cityoffruita)



## General Updates

- Staff and I attended the soft opening of Qdoba on Tuesday afternoon before official grand opening on Wednesday. Thanks for having us, and welcome to the community Qdoba!
- We had a good turnout for our hike up Dino Hill on Tuesday afternoon. The conversations were great, and we discussed short-term rentals, weed mitigation throughout the City, and the Comprehensive Plan.
- The new F-Works newsletter is available. To see the new dedicated desks, the new lockers, and the slight makeover upstairs, click this [link](#).
- Walk and Roll to School Day will be held on Wednesday, October 2<sup>nd</sup>, 2019. The Mesa County Health Department and Urban Trails Committee members will meet up with participating schools to ensure that students are safe will traveling to school. Both Shelledy and Rimrock are participating in this event. For more information, visit this [link](#) or see the flyer below. Volunteers are also needed! If you can, contact [Sarah Brooks](#) at the Grand Valley MPO to participate.
- Mayor Kincaid and I met with Representative Matt Soper who will update Council Tuesday night on his efforts for our region.
- We attended the Library Director open house Tuesday and Councilwoman Leonhart shared updates with the Fruita Youth Initiative and invited their participation.
- I hosted about 90 first graders from Rim Rock Elementary Thursday. They also visited with Lower Valley Fire Department and Officer Bob. While at the Civic Center they learned about City services and participated in our Fruita in Motion comprehensive plan process by identifying their favorite places in Fruita and what they love about Fruita.





### **Administration/Finance**

- Work continues on the 2020 Budget. The first two budget presentations are scheduled for next week with many to follow.

### **Human Resources**

- The Fruita Tourism Advisory Council met on Thursday and formally made recommendations for which special events to fund next year. These recommendations will be brought to the City Council next Tuesday for discussion. This year, we received seven special event funding applications, with a new one application coming from the Fruita Fourth Friday.

### **Parks and Recreation**

- Brittany Kline, our new Youth Activities Coordinator started this past Monday and has hit ground running. She has been actively learning about childcare licensing (for DinoMites Camps) as well as learning our internal processes such as utilizing RecTrac (Recreation Management Software System).
- Parks staff has had another busy week – this time preparing for activities and events surrounding the Fruita Fall Festival. Among many other things the downtown has been cleaned up, electrical has been powered up and disc golf course has been mowed.
- The ‘Start the Conversation’ session on QPR (Question, Persuade and Refer – suicide prevention) was cancelled this past Wednesday due to the instructor having an illness in the family. We are working on rescheduling the session to another date and will get the word out on that as soon as it is scheduled.
- The Fishing is Fun Day is scheduled for next Saturday, October 5<sup>th</sup> at Snooks Bottom. CPW and Fruita Parks and Recreation staff will be on hand to help youth learn how to fish. The first 50 youth who register will receive a fishing pole and tackle box.
- The FCC re-opened this past Monday and it looks good as always. Thanks to all the staff who wore grubbies all week and cleaned the cracks and crevices to keep the FCC in top notch shape. As mentioned last week, staff patch 37 spots in the pool plaster, totaling over 110 patches in the last several years. We believe the patches will hold until next August when we intend to shut the indoor pool down for 2 weeks and re-plaster the entire pool.

### **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. Qdoba opened Wednesday and Einstein’s is nearing completion.
- 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**

- Chief Krouse participated in a law enforcement panel for a networking conference regarding security in houses of worship.
- The GJRCC board did not pass a 2020 budget. Additional discussions are pending.
- We have one Police Officer candidate in the background investigation phase of the hiring process. We're optimistic we'll be able to bring him aboard in the next couple of weeks.

#### **Public Works**

- The Road Crews were busy this week crack sealing on the south side of Fruita, specifically in the Adobe Falls/Santa Anna subdivisions.
- The Collections crew have spent the week cleaning lift station wet walls this week.
- In honor of Red Friday (Remembering Everyone Deployed) in Fruita, the Public Works Department is wearing Red today to show their support. Below is a picture from the meeting this morning.



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

- [Fruita Funstival – Activities for Everyone!](#)
- [Fruita ranked among state's safest cities.](#)
- [Economy looking good, but recession could be lurking.](#)
- [BLM signs lease on building in Grand Junction.](#)
- [Fruita Monument Students Learn About Bomb Squad Robots.](#)
- [School bus traffic laws.](#)
- [A better economy.](#)
- [GJ native hired as new veterans services officer.](#)
- [It's actually no secret: Workforce help available.](#)
- [Go inside plans for a \\$1.3 million water sports playground.](#)
- [Fruita Middle School gets inspirational quotes painted on bathroom stalls.](#)
- [Incentives towards investments in opportunity zones.](#)
- [Fruita fall festival kicks off this on Friday.](#)
- [It's time to hit the high country for these Color Sunday events.](#)
- [Fruita Sailor Showcases Musical Talent at Sea.](#)
- [Tour of the Moon Bicycle Tour Pedals Through Colorado National Monument.](#)
- [7 Things to Know about Fruita Fall Festival.](#)

**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 27-29, 2019** – Fruita Fall Festival, Downtown Fruita
- **October 3, 2019** – Comprehensive Plan Draft Plan Party at the Fruita Civic Center, 4:00 p.m. to 7:30 p.m.
- **October 15, 2019** – Beer or Rootbeer with the City Manager at Suds Brothers Brewery, 5:00 p.m. to 6:00 p.m.
- **October 17, 2019** – Fruita Chamber of Commerce 2019 Economic Development Forum, 6:00 p.m. to 8:00 p.m., at the Fruita Civic Center.
- **October 19, 2019** – Hope of the Grand Valley 5k/10k, 10:00 a.m. at the Riverfront Trail.
- **October 25, 2019** – Fruita Fourth Friday, Downtown Fruita, 5:00 p.m. to 8:30 p.m. N. Mulberry between Aspen Ave. And the alley is planned to be closed with games and a bonfire for smores.
- **October 26, 2019** – Truck and Treat at Civic Center Park, 10:00 a.m. to 12:00 p.m.
- **October 29, 2019** – Coffee with the City Manager at Judy's Restaurant at 7:00 a.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.
- **November 4, 2019** – Walk Snooks Bottom with the City Manager at 9:00 a.m.
- **December 11, 2019** – Coffee with the City Manager at Camilla's Kaffe at 8:00 a.m.
- **December 14, 2019** – Holiday Arts and Crafts Fair, 10:00 a.m. to 3:00 p.m., Fruita Community Center.
- **December 14, 2019** – Holiday Christmas and Parade of Lights – Downtown Fruita at Dusk.
- **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).





**Alpine Bank**



# FRUITA FALL FESTIVAL

SEPTEMBER 27-29, 2019

PRESENTED BY



HOSTED BY



*Fall in love with Fruita*  
FOOD, MUSIC, SHOPPING, CONTESTS,  
GAMES, SPECIAL EVENTS,  
AND MORE!

**FRUITAFALLFESTIVAL.COM**  
**#FRUITAFALLFESTIVAL**



## Walk & Roll to School

Wednesday, Oct 2

School District 51 students and their families are invited to participate in National Walk to School Day by Walking, Biking, or Rolling to school on October 2nd.

Contact your school for more information on group walking and biking locations.

### Walking, rolling and bicycling to school helps students...

- Reach the recommended goal of 60 minutes of daily physical activity
  - Get energized and ready to learn
  - Gain a sense of independence
- Learn & practice bike and pedestrian safety
- Improve the air quality by leaving the car behind
  - Take an active role in their well-being





# DRAFT PLAN PARTY

## Draft Plan Party - October 3<sup>rd</sup>

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 3<sup>rd</sup>



## 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](http://www.fruitalnmotion.org)



**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.