



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: OCTOBER 11, 2019  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting**

The meeting on Tuesday will begin with the consent agenda, and there are no legislative or quasi-judicial hearings scheduled. Budget presentations will continue with presentations on Outside Agency Funding Requests, the Parks and Recreation Department, the Community Center Fund, and the Police Department. Consideration of a Great Outdoors Colorado Grant for the Colorado National Monument Association is also on the agenda.

### **Community Draft Plan Party Recap (continued)**

The community came out in large numbers last week to participate in the draft plan party. By our count, there were approximately 150 people that came out to share their ideas and thoughts on the how the community should grow. It is awesome to witness such positive and thoughtful engagement with a process that focuses on the community, and not any one goal or issue. I truly appreciate the large amount of work our resident-based Steering Committee, Planning and Development staff and the SE Group put in to making this such an effective and engaging process for residents to participate in. SE Group has added the boards that were used at the event to [www.fruitainmotion.org](http://www.fruitainmotion.org) and is working on an interactive way to participate online too. Planning & Development Director Dan Caris and I began the roadshow of further community engagement this week. We will solidify the full schedule next week as well and that will also be posted on the website. Photos from the event can be found [here](#).

### **General Updates**

- City sales tax continues to trend upward for the year. In August, sales tax revenues were up 14.43% over August 2018, bringing the year-to-date totals up 15.67% over the same period in 2018.
- County sales tax and use tax on motor vehicles continue to trend up from last year and lodging tax and building use taxes are down from 2018.
- The monthly Planning and Development report has been updated with the September data. To view the full report, click the link [here](#).

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

- The Colorado Department of Transportation received over 9,100 responses on the “Your Transportation Plan” survey. CDOT is now launching an online focus group to ensure that the plan is easy to understand and uses clear language. More information on this can be found [here](#).
- Before the Council meeting next Tuesday, join me for a Beer or a Root Beer at Suds Brothers Brewery to discuss Fruita! As we close out the year, I will be doing a few more of these events and the full flyer can be found below.
- Just a quick reminder, we are hosting the Associated Governments of Northwest Colorado Board of Directors and Member Meetings at the Community Center next Wednesday at 9:00 a.m. To view the full schedule and to RSVP, you can click the link [here](#).
- The final Fruita Fourth Friday is going to be a special one! On October 25, 2019, head downtown between 5:30 p.m. and 9:00 p.m. for a bonfire with s’mores, live music, a pet costume contest, parade, and more! The flyer is provided below.
- I spoke to the Fruita Lion’s Club this week regarding the Fruita in Motion Plan.
- Dan Caris and I also spoke to the Fruita Chamber Board regarding both the Fruita in Motion Plan and the proposed transportation impact fees.
- Dan Caris also presented to the Mesa County Planning Commission regarding Fruita in Motion this week.
- Staff met with Grand Valley Transit MPO staff regarding the current multi-modal funds available. I will provide a brief update during City Manager updates Tuesday night.
- Work on establishing the Foreign Trade Zone is progressing and we will soon be scheduling an update at a future Council meeting on this work and the official request for funding (which the City has set aside for a few years now) will be coming.
- The Fruita Youth Initiative committees have begun their first meetings to work on identified goals.

### **Engineering**

- Kokopelli Trail Extension at 16 Road to connect the south end of 16 Road to the Kokopelli Riverfront Trail is under contract with MA Concrete Construction Inc. Construction will likely start in December and be completed in early spring.
- Additional funding through the Department of Local Affairs was approved recently for the Highway 6 Sewer Interceptor Project. MA Concrete Construction Inc. is also the contractor on this project. Work will be performed through the winter with a completion deadline of April 1, 2020.

### **Parks and Recreation**

- The Fruita Community Center continues to be busy, and as of last month, visits are up 4,400 over last year.
- Also, we had another successful Night at the FCC last week! We estimate that over 200 youth attended, and there was live music, games in the gymnasium and swimming. The next Night at the FCC will be on November 15, 2019.
- Last Saturday, Parks and Recreation with the help of the Colorado Parks and Wildlife Department hosted a Fishing is Fun Event at Snooks Bottom. Over 60 participated in the event

and 50 youth walked away with new fishing poles. Oh, and Snooks Bottom Lake has 2,700 new inhabitants (Rainbow trout) although after Saturday there are a few less trout - Thanks to CPW for stocking the lake and all of their help!

- With the freeze this week, the Parks crews were busy winterizing our parks. The crews have been working on the irrigation lines, drinking fountains, and restrooms to prepare for the cold temperatures.

## **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

### **Major/ Minor Subdivisions:**

- KCP Minor Subdivision (536 Kokopelli Blvd)

### **Site Design Review:**

- Quench Drinks Site Design Review is complete and under construction.
- Coloramo Site Design Review (333 W Aspen)

### **Other Land Use Applications:**

- Richwood Avenue VRBO
- Little Imaginations Conditional Use Permit to operate a childcare facility at 433 E Aspen Avenue

## **Public Works**

- Public Works staff were busy winterizing swamp coolers, water lines and other facilities this week in advance of the freeze last night.
- Road crews continue to crack seal streets when temperatures allow. This week they were able to crack seal the asphalt on Honeysuckle Way, Peach Way, and at the Fruita Bike Park.
- Wastewater staff successfully transferred all flow from the south oxidation ditch to the north oxidation ditch at the treatment plant this week. This was an extremely involved process in balancing biological treatment throughout and required operators to work a 15+ hour shift to make it happen. This will now allow us to perform some needed maintenance and be better prepared in the near future when both oxidation ditches will need to be operational.
- As the busy seasons for road maintenance and irrigation are nearing an end, we are gearing up to spend more time on staff development. This includes making sure that staff are maintaining appropriate certifications and a preparing a training schedule for the coming year.

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

- [Jump Start program adds new business.](#)
- [Hope of the Grand Valley's annual 5k/10k is coming up.](#)
- [How to have a fruit safari in western Colorado.](#)
- [CMU partnering with Mesa County Workforce Center.](#)

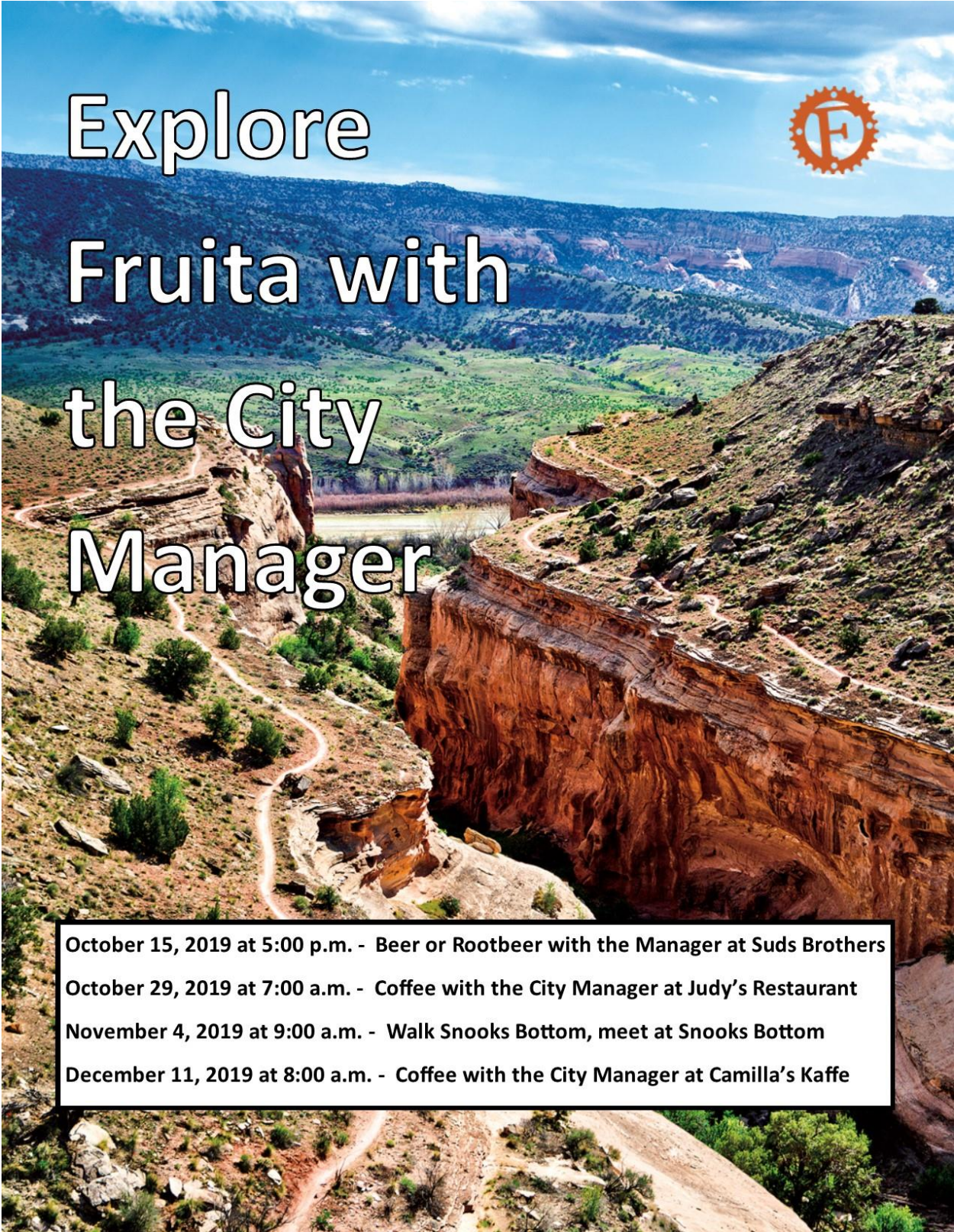
- [Grab your bike, grab your pack and hit these Colorado trails for days.](#)
- [Flu comes early in county; two vaccine clinics planned.](#)
- [Fruita Manufacturer approved for Jump-Start incentives.](#)
- [Projects in the works at the Colorado National Monument.](#)

**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.):*

- **October 15, 2019** – Beer or Root Beer 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 s'mores.
- **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).



# Explore Fruita with the City Manager



**October 15, 2019 at 5:00 p.m. - Beer or Rootbeer with the Manager at Suds Brothers**

**October 29, 2019 at 7:00 a.m. - Coffee with the City Manager at Judy's Restaurant**

**November 4, 2019 at 9:00 a.m. - Walk Snooks Bottom, meet at Snooks Bottom**

**December 11, 2019 at 8:00 a.m. - Coffee with the City Manager at Camilla's Kaffe**

# final FOURTH FRIDAY

Join us for delicious food and help us raise money  
for two local Fruita women fighting  
Breast Cancer.



**October 25, 2019 | 5:30-9 PM | Fruita**

6pm-9pm Bonfire with S'mores on Mulberry & Aspen

6pm Chow Down will have a Pet Costume contest & Pet Parade

**LIVE MUSIC. SILENT AUCTION, BAKE SALE. S'MORES.**

**POPCORN. HOT DOGS.**

**LOCAL BUSINESS DISCOUNTS.**





**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.