



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 18, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

There are three items for discussion at the workshop, these include: (1) an update to a recently passed state law regarding marijuana, (2) discussion on outside agency funding requests and (3) a discussion on transportation impact fees.

Economic Development Forum Recap

On Thursday night, the Fruita Chamber of Commerce hosted the 2019 Economic Development Forum at the Civic Center. There was a great turnout and a full discussion on the Community Plan Update and future economic development in Fruita.



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

General Updates

- We met with a prospective company this week who is highly considering relocating and purchasing property in Fruita. We have follow-up visits in the works.
- We met with another mountain bike company regarding the Fruita Trails Initiative and maintaining and building new trails.
- We met with the new Museum Director to discuss our current lease and partnerships with Dinosaur Journey.
- Dan Caris and I presented to the Fruita Rotary Club and discussed in depth the Fruita in Motion Comprehensive Plan.
- I attended the Greater Grand Junction Sports Commission Board meeting and passed on the Tourism Board's swag items for the Rim Rock Run participant packets.
- I was also able to meet with the new Assistant Superintendent of the school District and discuss the many partnerships we have with the local schools.
- In partnership with the Fruita Chamber of Commerce we hosted the annual Fruita Economic Development Forum at the Civic Center Thursday night and Gabby with SE Group engaged the group on the comprehensive plan related to development.
- In September, Fruita residents recycled 48 tons of cans, bottles, paper, and cardboard. The full report is provided below.
- We had a small but productive group at Beer with the City Manager at Suds Brothers Tuesday night. It was great to hear from local business owners and managers, and we discussed the Community Plan and collaborative marketing efforts.
- Staff attended the Associated Governments of Northwest Colorado (AGNC) Board of Directors and Members Meeting at the Fruita Community Center on Wednesday. Staff heard legislative updates from state and federal representatives. Also, there were speakers from the Colorado Air and Space Port, Colorado Mesa University, and other agencies. If you would like to discuss, as always, just let me know.
- The Colorado West Land Trust is hosting an open house to celebrate conservation success in Grand Junction on November 1st, 2019 from 4:00 p.m. to 7:00 p.m. Food and beverages will be included. If you would like to attend, please let Deb or I know.
- If you're heading to the Community Center or the Riverfront Trail this weekend, just a friendly reminder, the Hope of the Grand Valley 5K/10K Run/Walk will be held this Saturday. The races start at 10:00 a.m. with awards to follow.

Engineering

- Einstein's Bagels is open for business.
- Curb ramps on Aspen Ave at the Circle were installed this week. They will need to cure for a few days and will be fully open next week.

Parks and Recreation

- The Parks Crew has been busy with winterizing the parks, and has been mowing lawns, blowing our sprinklers, and shutting off the water.

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

Police

- Welcome to our newest police officer, Ed Pacheco.

Public Works

- Building Maintenance staff met with Museum staff to discuss for capital improvement needs at Dinosaur Journey and projects budgeted for 2020.
- Utility crews will be starting to shut down irrigation distributions systems on Monday, October 21st. It is expected that there will be water in the canals for another week or so.
- Amanda Downie passed her Class A Commercial Driver's License exam today. Amanda has worked on our facilities crew for about a year doing everything from traffic safety, to building maintenance, to irrigation and we are excited to see her progress.

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

- [Increased Bear Activity in Mesa County.](#)
- [Health insurance rates to drop 20% next year.](#)
- [District 51 wants your input on the 2019-2020 school calendar.](#)
- [Outdoor safety for kids.](#)
- [District 51 sees 26% spike in seniors applying to college during free application week.](#)
- [Ballots mailed out.](#)
- [Opportunities After High School for D51 Students.](#)
- [Youngs Creek Fire Update.](#)
- [Grand Valley students take part in Nuclear Science Week.](#)

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 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 1, 2019** – Colorado West Land Trust Open House, 4:00 p.m. to 7:00 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.



September 2019 Recycling Benefits for the City of Fruita

In September 2019, we recycled 48 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

527 Mature Trees

Represents enough saved timber resources to produce 6,534,300 sheets of printing and copy paper!

176 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 226 people!

91,289 kWh of Electricity

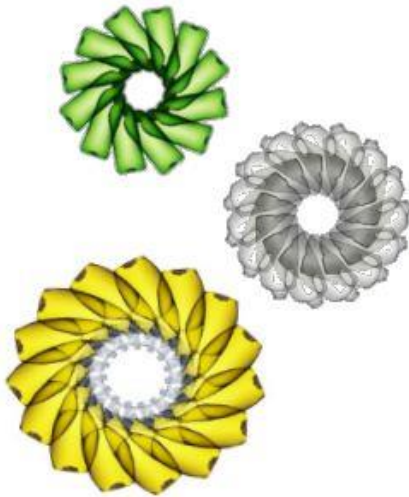
Enough power to fulfill the annual electricity needs of 8 homes!

Avoided 134 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!


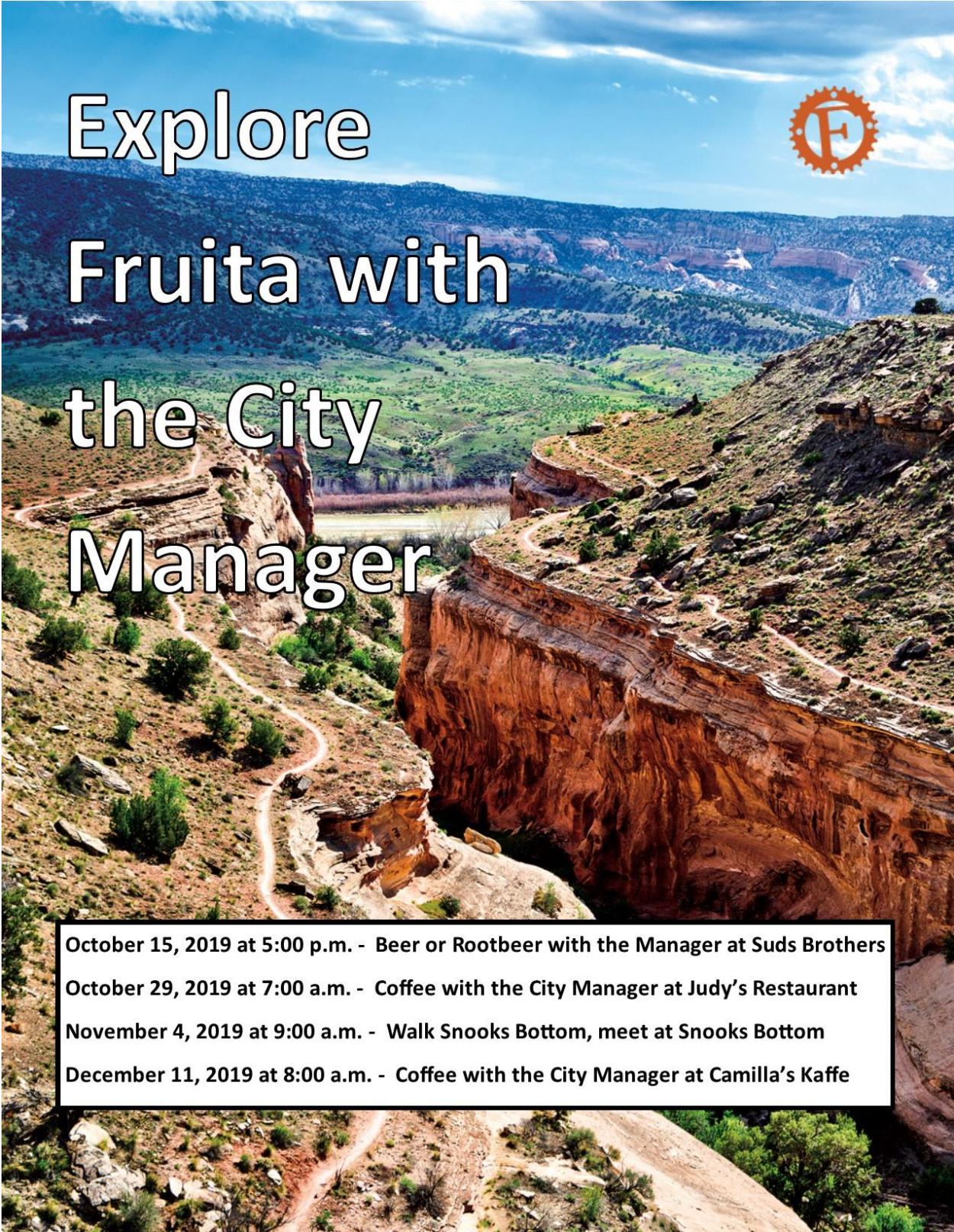
261,770 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,490 people!



Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016



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.