



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: OCTOBER 4, 2019  
Re: WEEKLY INFORMATION UPDATE

---

325 E Aspen  
Suite 155  
Fruita CO 81521

Phone:  
970-858-3663

Fax:  
970-858-0210

E Mail  
fruita@fruita.org

Web Site  
fruita.org

City Manager's Office  
970-858-3663

City Clerk/Finance  
970-858-3663

Community  
Development  
970-858-0786

Engineering  
970-858-8377

Human Resources  
970-858-8373

Public Works  
970-858-9558

Recreation Dept.  
970-858-0360

### Community Draft Plan Party Recap

The community came out in large numbers last night to participate in the draft plan party. By our count, there was 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 is working to make the activity boards from last night interactive on [www.fruitainmotion.org](http://www.fruitainmotion.org) soon. Planning & Development Director Dan Caris and I will begin the roadshow of further community engagement next week. We will solidify the full schedule next week as well that will also be posted on the website.



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



### **Transportation Impact Fees Schedule Changes to Accommodate Public Feedback (cont.)**

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 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](#).

### **General Updates**

- This week, the City of Fruita was awarded an additional \$162,500 from the Department of Local Affairs for the Highway 6 Sewer extension project. We anticipate that work will continue on the project within a few months.

- Shannon and I attended the Colorado Governor’s Tourism Conference this week and went to great sessions on the importance on placemaking, how to tell a story nationally, and the shifting approaches in tourism marketing.

Additionally, I was a panelist on a session on how to boost tourism economies. I presented on the importance on taking a community first approach to tourism, and the need for sustainable tourism strategies.

- The next Associated Governments of Northwest Colorado (AGNC) Board of Directors and Members Meeting will be at the Fruita Community Center on October 16, 2019 from 9:00 a.m. to 1:30 p.m. If you are going to attend, you can view the full agenda and RSVP at this [link](#).

- Mayor Pro Tem Buck and I attended the Grand Junction Economic Partnership (GJEP) Board annual retreat Thursday.
- Ture, Shannon and I attended the Colorado Outdoor Industry Leadership Summit (COILS) in Glenwood today interacting with state agencies and outdoor industry leadership learning and discussing the growth and goals of the industry in Colorado. It was awesome to meet up with such a good group of #westslopebestslope friends.

- I have also been working with our various department leadership and the GVRTC staff to identify any of our priority projects that are the best fit for the multi-modal grant opportunity through GVRTC. A change with the grant is that projects will now be subject to the full Colorado Department of Transportation (CDOT) review process which will significantly lengthen the timeframe of projects and increase the costs.



- The annual Plein Air event that occurs at the Colorado National Monument of artists painting in the outdoors was expanded this year into the McInnis Canyons National Conservation Area and sounds like the artist are quite enjoying the scenery.



### **Administration/Finance**

- Work continues on the budget!
- The new Community Center bonds are now completely finalized.

### **Engineering**

- Curb ramps on the east and west leg of the Circle are scheduled for replacement next week.
- We received the executed contract for the Department of Local Affairs (DOLA) supplemental funding this week and have given a notice of award to MA Concrete for the Highway 6 Interceptor Sewer replacement.

### **Parks and Recreation**

- Recreation staff meet with the Fruita Library Branch Manager this week to lay the groundwork for additional co-programming in the future.
- A Colorado Parks and Wildlife Non-Motorized Planning Grant Application was submitted this week to fund cultural and paleontological survey work in the North Fruita Desert. This is the first step towards implementing the Master Plan of the NFD that was created in early 2019. We should hear about an award in mid-spring 2020.

### **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:**

- 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 in 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 Department**

- Lt. Peck and Chief Krouse attended a brief seminar about public safety volunteer programs. We hope to implement some ideas to bolster the use of volunteers in the Police Department.
- It's that time of year again when you may see some pink peeking out from under police uniforms in support of Breast Cancer Awareness Month.
- Starbucks hosted Coffee with a Cop for National Coffee with a Cop day on October 2<sup>nd</sup>. In addition to FPD officers attending, we had good representation from our State Patrol partners. It was great to chat with locals and visitors alike – including some visitors from Sweden!

### **Public Works**

- There was a significant power outage this past Saturday that resulted in the wastewater plant and the 15.5 Road lift station being without power for over 9 hours and resulted in power surges on other facilities. Fortunately, on-call staff was able to respond, and generators were able to provide power throughout the outage. Some equipment repairs due to the power surges are still being investigated.
- The damaged decking on the south end of the Old Fruita Bridge was removed this week as a safety precaution and the bridge will remain closed to the public.
- Road crews worked on crack sealing roads for part of the week in advance of colder weather in the coming months.
- 10 employees attended the Western Colorado Water & Wastewater Conference on Wednesday & Thursday in Grand Junction.
- Terry Anderson, Wastewater Superintendent, attended a 2-day AWWA Leadership Conference hosted by Ute Water.

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

- [105th Annual Fruita Fall Festival.](#)
- [Feds give counties grants to help boost ailing coal industry.](#)
- [Palisade bike trail gets \\$1.2 million in funding.](#)
- [Taking the Plunge: Board OKs trail grant.](#)
- [A chance to toot their own horns.](#)

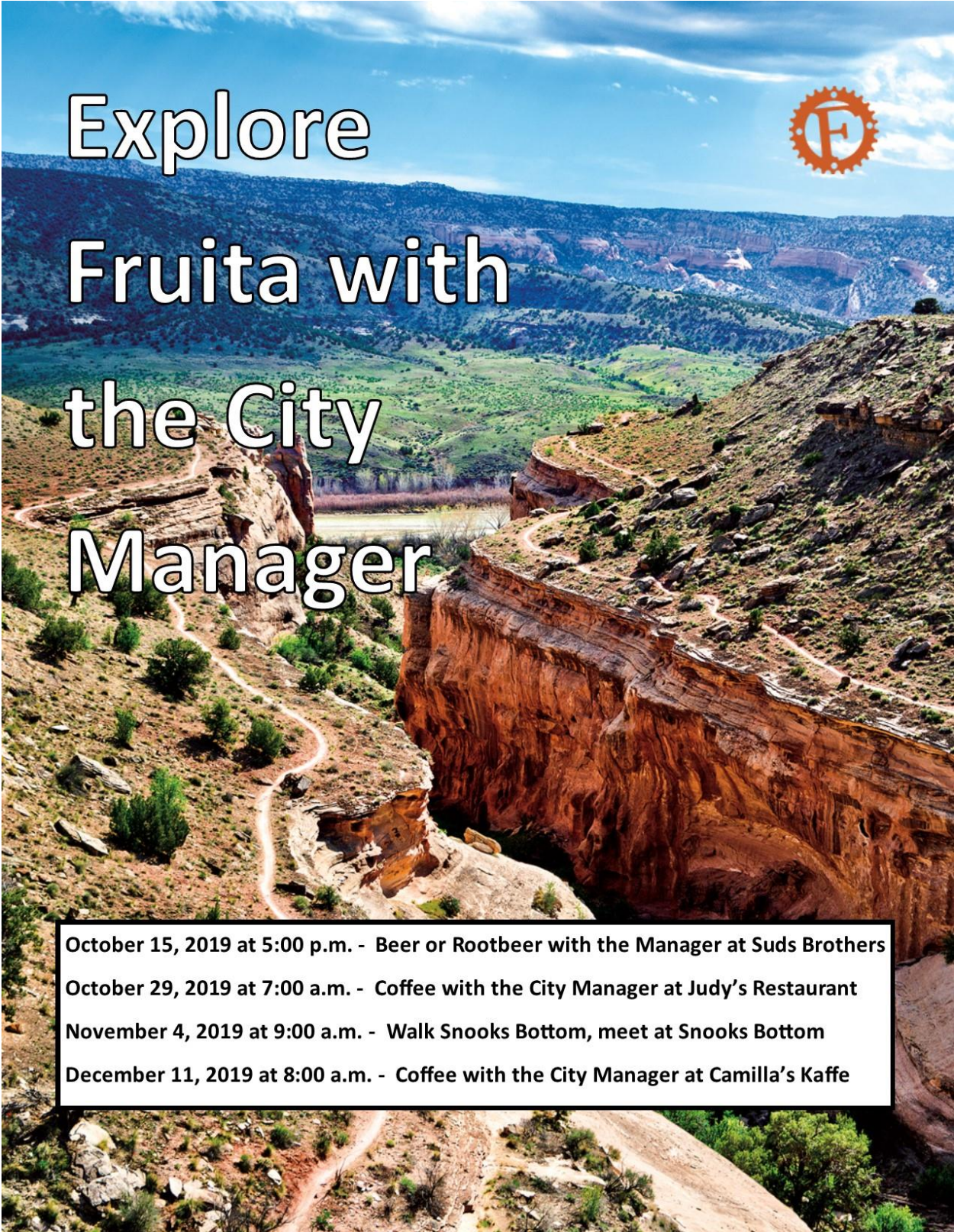
- [Raising awareness for homeless teens in Mesa County.](#)
- [Parents speak up about the need for improvements at valley high schools.](#)
- [Bond measure takes aim at GJHS rebuild, security.](#)
- [Book Notes Sept. 29, 2019 Lithic Bookstore & Gallery in Fruita will host annual Jack Mueller Poetry Festival.](#)
- [Thousands of bike riders “Tour the Moon”.](#)
- [Why all the fuss about trails?](#)
- [Advanced Manufacturing Expands in Colorado’s Grand Valley.](#)
- [Have you seen this missing cat?](#)

**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 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).



# 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**



**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.