



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 10, 2020  
Re: WEEKLY INFORMATION UPDATE

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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

### **Canfield Bikes Announces Relocation to Fruita**

We are thrilled to have Canfield Bikes relocate to Fruita, Colorado. The quality of place here is exceptional, which attracts quality. Canfield will be an excellent fit in this community. Working with them through this process, it is evident they will be a positive impact to Fruita as well. We appreciate the help of our partners, the Grand Junction Economic Partnership, the Business Incubator Center, the Colorado Office of Economic Development and International Trade and the Fruita Chamber. This is a great way to start off the new year following a year of much success with local business investments in the form of start-ups, expansions and new businesses. We also appreciate locals Laura and Nick Simcik for making the official introduction of Canfield to the City.

This is a great way to start 2020 following local business start-ups, new businesses, existing business expansions and re-investment of existing businesses into other businesses and/or buildings in the City. Cheers to 2020.

### **2020 Municipal Election (continued)**

Every other year on even years we have a municipal election in April. Information on this election may be found on the City's website under City Council, In the Spotlight or City Clerk pages. This [link](#) provides general information and a link to the specific information for those interested in running for City Council or Mayor.

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

We are currently advertising to fill vacancies on several City of Fruita Boards and Commissions. There is one vacancy for the [Boards of Adjustments](#), two open vacancies on the [Historic Preservation Board](#), one vacancy on the [Arts and Culture Board](#), and two vacancies on the [Livability Commission](#). To find out more about each Board or Commission, click the links above. To apply for one of these vacancies, an application can be found [here](#).

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

## General Updates

- Congrats to new Fruita business, Quench (drinks and treats drive thru on the corner of McCune and Highway 6 & 50) in their grand opening Monday—super tasty!
- Congratulations to Anne Keller who was named a Colorado local hero by Elevation Outdoors! Anne's nomination and all the other local Colorado heroes can be found [here](#).
- Congratulations to Kodi Imondi, who is now the President of the chamber Board! Thank you to Derek Biddle who previously served and now serves as Immediate Past President of the Board.
- We are proud of the work of the Fruita Youth Initiative! To see a recap, click [here](#).
- Tuesday's coffee with the manager at Einstein's Bagels hosted a group of about 8 residents interested in what is going on in the community. We had a great discussion, Q&A, as well as learning about why 4-5 of attendees relocated to Fruita for the quality of life.
- During the month of December, Fruita residents recycled 51 tons of cans, bottles, paper, and cardboard. See report below. For December, this means 11.3% of all waste collected was diverted from the landfill.
- For the 2019 year, Fruita residents recycled 588 tons of recyclable materials, diverting 10.2% of all waste from the landfill.
- The Planning Commission will be hearing the Fruita Comprehensive Plan Update, Fruita in Motion, on Tuesday night. The full plan will be available with the Planning Commission packet (you can find it at this [link](#) tonight), along with a summarized version of the proposed changes.
- Thursday night, the City and Fworks hosted 40-50 people at the Chamber After Hours last night. It was a fun event to socialize and kudos to Shannon Vassen for engaging half the guests in an interactive City-Fworks trivia game for prizes.



## **Administration**

- Completed a number of interviews this week for the accounts payable and payroll open position.

## **Engineering**

- The SH 6 Sewer Extension project has now completed the bore under SH 6 and will begin to bore the under the railroad tomorrow (Saturday) morning. This will include continuously boring/tunneling while railroad inspectors are on site with hopes of completing the railroad portion of the bore on Monday.

## **Human Resources**

- The St. Mary's Bloodmobile will be in the Civic Center Parking Lot next Tuesday, January 14, 2020 from 1:30 p.m. to 3:30 p.m. accepting blood donations. If you donate in the month of January, you will receive a free cholesterol screening!

## **Parks and Recreation**

- Great article copied below on Fruita Community Center "Creating new friendships and saving lives". The full article can be found [here](#).
- Next week is a busy at the FCC
  - Wednesday - Start the Conversation presentation on Resiliency and Happiness – presented by Mind Springs Health
  - Friday – Night at the FCC
  - Saturday – Nuggets Skills Challenge
- Staff met with the Landscape Architect and Artist to kick off the design work for the two Round-a-bouts on Highway 340. We are working towards having some preliminary plans / sketches available at the Art Stroll and Gala on March 7<sup>th</sup>.
- Staff has also been working to set the contract and further define the scope of work for the PHROST Master Plan with the selected consultant. We hope to have this wrapped up early next week and have our initial Kick-off meeting the week after.

## **Planning & Development**

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

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

- Village at County Creek North

### **Site Design Review:**

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)

## Police Department

- One of our newer officers, Greg Geiman, tendered his resignation this week. We are actively recruiting for two vacant police officer positions.
- Lt. Peck and Chief Krouse are attending the combined Colorado Association of Chiefs of Police/County Sheriffs of Colorado midyear conference on the front range Thursday and Friday this week.

## Public Works

- Nick Hampton passed his Commercial Driver's License (CDL) exam last Friday! All maintenance workers and equipment operators in Public Works now have CDL's, which has been a group effort in having existing CDL employees provide training. CDL regulations will require completion of a certified drivers training program for all new CDL's starting in February that we will not be able to provide in-house.
- Schools were back in session this week and flashing school zones were reactivated to match school schedules. We've had at least one flashing sign that had to be adjusted multiple times due to software issues and crews are continuing to monitor and resolve the issues if they continue.
- Flashing crosswalk signs that had previously been removed from another location were refurbished and installed on Pine Street at the Pabor Avenue crosswalk as part of implementing the crosswalk improvements plan.
- Wastewater staff has been working with the Colorado Department of Public Health & Environment as they are reviewing the City's renewal application for wastewater treatment. As part of this, letters were sent out this week to all industrial sewer customers asking for updated treatment information.

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

- Canfield Bikes Moves to Fruita:
  - Sentinel: [Washington bike company coming to Fruita.](#)
  - Sentinel Editorial: [Canfield prompts question: What's next?](#)
  - KKCO: [Mountain biking company moving to Fruita from Washington.](#)
  - KREX: [Fruita lands bike company.](#)
  - Bicycle Retailer: [Canfield bikes is latest to relocate to Colorado's Grand Valley.](#)
  - 95 Rock KKNN: [Washington bike manufacturer moves to Fruita.](#)
  - Biz West: [Bike manufacturer to move to Fruita.](#)
- [Who's still in various political races.](#)
- [Colorado Legislature prepares for 2020 session.](#)
- [LEAP applications are now available in Mesa County.](#)
- [Clouds from inversion could move Friday afternoon, but soon return.](#)
- [Fruita Monument helping grow E-sports in the valley.](#)
- [2019 another good year for residential real estate.](#)
- [There Are Lots of Nasty Illnesses Going Around Colorado. Beware – And Wash Your Hands.](#)
- [Local group plans events to mark Martin Luther King Jr. Day.](#)
- [January is Cervical Cancer Awareness Month.](#)
- [Commissioner Scott McInnis voted 2020 chairman for Board of Commissioners.](#)

- [State Safe2Tell numbers show more participation, likewise for Mesa County.](#)
- [D51 working with advocacy groups to protect LGBTQ student rights.](#)

**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.):*

- **January 15, 2020** – Start the Conversation on Resilience and Happiness, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **February 4, 2020** – Beer or Rootbeer with the City Manager at Hot Tomato, 5:00 p.m.
- **February 8, 2020** – Fruita Chamber of Commerce Annual Banquet at the Fruita Community Center, 5:30 p.m. to 10:30 p.m. If interested, RSVP [here](#).
- **February 12, 2020** – CMU Economic Forecast Forum at 7:30 am – 9:00 am in the CMU University Center, Meyer Ballroom. Save your seat [here](#).
- **February 15, 2020** – Sweetheart 5K/10K Run at 9:00 a.m., Fruita Community Center.
- **February 18, 2020** – Start the Conversation on the topic of Stress Management, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 7, 2020** – An Evening of Art in Fruita, 6:30 p.m. to 9:30 p.m., Fruita Community Center.
- **March 11, 2020** – Start the Conversation on the topic of Suicide Prevention, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **April 4, 2020** – 9 Health Fair at the Fruita Community Center, 7:00 a.m. to 11:00 a.m.
- **April 8, 2020** – Easter Egg Scramble at 4:00 p.m., Fruita Community Center.
- **April 15, 2020** – Fruita Back to Summer Fair, Fruita Community Center Meeting from 5:30 p.m. to 7:00 p.m.
- **April 22, 2020** – Start the Conversation on the topic of Social Media Use, Fruita Community Center from 6:00 p.m. to 6:30 p.m.
- **April 18, 2020** – Youth Scholarship Golf Tournament at 9:00 a.m., Adobe Creek Golf Course.
- 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

These events are an opportunity for residents to have an open conversation with the City Manager and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

January 7, 2020 at  
9:00 a.m. -- Coffee at  
Einstein Brothers  
Bagels at 9:00 p.m.

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February 4, 2020 at  
5:00 p.m. -- Beer or  
Root Beer at the Hot  
Tomato

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March 5, 2020 at  
4:30 p.m. -- Bike the  
Riverfront Trail, meet  
at the Fruita  
Community Center

For more  
information, visit  
[fruita.org](http://fruita.org).

# Fruita Community Center

Creating new friendships and saving lives



Story and photos by Melinda Mawdsley

Linda Young is just one senior who credits the Fruita Community Center (FCC) Senior Center with saving her life.

Since opening its doors in 2011, the FCC at 324 N. Coulson St. has embraced seniors in the Grand Valley through events such as the Senior Potluck Lunch hosted every Thursday or the scheduled hikes

and picnics held at various destinations throughout the area.

## FRUITA'S SENIOR CENTER

These activities are just a small sample of the offerings Senior Services Supervisor Jacqui Foster and her team plan for local seniors. Their goal is to keep them active and engaged throughout their more mature years.

Although the Senior Center, which is housed inside the FCC, doesn't host or plan all events, it typically serves as a meeting point, giving seniors a dedicated spot to gather for coffee, play a game of pool or have a casual conversation.

It's that sense of belonging that Young and her friend Ruben Salas, also of Fruita, attribute to saving their lives. Especially when Salas lost his wife 10 years ago.

"There I was, not knowing anybody," Salas said. "[My wife and I] used to do everything together."

Eventually, he was invited to the Senior Potluck Lunch, which costs \$3 unless you bring a dish. He found himself welcomed and befriended by other seniors. It was a wonderful feeling, he said. He was eager to learn about all the other senior programs offered through the City of Fruita.

The Senior Center is free for seniors to utilize. It's located to the immediate right of the community center's front desk. Seniors need not live in Fruita to attend.

"When they come into the



Linda Young, Ruben Salas and MaryLee Bowen are just a few of the friendly faces you'll find at the Fruita Senior Center.

Senior Center, they're looking for some social aspect of how they can get more involved," said Foster. "Most people have moved here because their children live here and their husband or wife have just passed, but their children have told them they need to get out and about."

That's where the center's many activities come in.

## ACTIVITIES GALORE

The Senior Center hosts educational classes, game nights, lunches and themed parties such as the Super Bowl Party and Winter Blues Dance. Off-site programs include free day-hikes as part of the Fruita Fossils Hiking Club and longer overnight trips such as the 2 Below Sleigh Ride (February 25-26) or the Lehi Tulp Festival (April 21-23).

"What we do here in this program for seniors is we envelop them in kindness and try to help them—the best we can—find their way with volunteering, inclusion or whatever agencies they need,"

Foster said.

The organized hikes was what initially drew Young to the senior programs. Before the physical Senior Center opened in 2011, Young said the programs were fun, but having a dedicated Senior Center has allowed Foster to expand offerings so Young can get involved at a whole other level.

"The center has saved my life as far as I'm concerned—the social outlet, things to do, meeting a lot of people," Young said.

Young found her best friend, MaryLee Bowen, after meeting through Fruita's Parks and Recreation senior programs. They finish each other's sentences and sport sparkly visors and tennis shoes they bought together. That need for friendship and a sense of belonging doesn't wane as a person ages.

"We are a community," Foster said. "Seniors still want that in their lives."

Seniors can also utilize the FCC's fitness area, swimming pool and gymnasium, which costs admission via membership. However, Foster noted seniors may qualify for a free membership through some supplemental health insurances. ■



## 55+ ACTIVITIES

**FREE CLASSES**  
Computer Essentials, Social Media & Digital Culture  
5 week course, M & W  
Jan 13 - Feb 14

**TRIPS**  
2 Below Sleigh Ride!  
Feb. 25-26

Lehi Tulp Festival  
April 21-23

**EXTENDED HIKES**  
Rabbit Valley Canyon  
Jan. 17

**SUPER BOWL PARTY**  
Senior Center  
Feb 2



CALL TO REGISTER!  
JACQUI FOSTER 858-0360  
WWW.FRUITA.ORG

## READY TO START HAVING FUN?

Drop by the Fruita Community Center for a tour and meet and greet with seniors like you!

A complete list of activities with pricing, dates and registration information can be found in the Winter & Spring 2020 Activity Guide available at the FCC and at [www.fruita.org/parksrec/activity-guide](http://www.fruita.org/parksrec/activity-guide).

324 N. Coulson St., Fruita  
Call 858-0360



## December 2019 Recycling Benefits for the City of Fruita

In December 2019, we recycled 51 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

### 566 Mature Trees

Represents enough saved timber resources to produce 7,011,700 sheets of printing and copy paper!

### 189 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 242 people!

### 97,962 kWh of Electricity

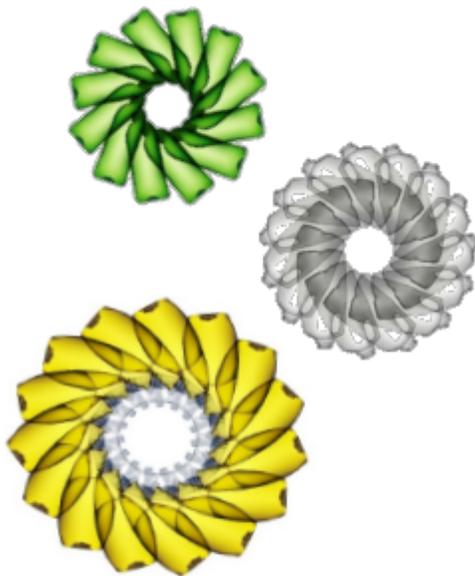
Enough power to fulfill the annual electricity needs of 9 homes!

### Avoided 144 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

### 280,910 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,745 people!



Prepared by Waste Management

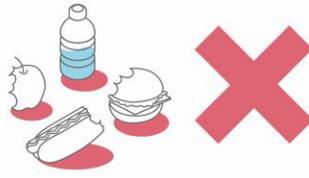
Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory,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

## REMEMBER THESE THREE RULES TO RECYCLE RIGHT

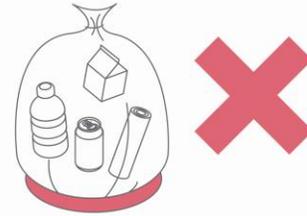
Knowing these rules and putting them into practice during your recycling journey will help you recycle more efficiently. And it will help to ensure everything that makes it into your bin finds a second life.



**Recycle clean bottles, cans, paper, and cardboard.**



**Keep food and liquid out of your recycling.**



**No loose plastic bags and no bagged recyclables.**



**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.