



# FRUITA COLORADO

## Weekly Info Update



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To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 17, 2020  
Re: WEEKLY INFORMATION UPDATE

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

We have a light agenda for the meeting Tuesday. It begins with two presentations, the first from the Commander of the American Legion Post 2009, and the second from the Executive Director of the Colorado National Monument Association. There are seven items on the consent agenda, and no public hearings or administrative items. The meeting will conclude with an executive session.

### **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 [Fruita Tourism Advisory Council](#), 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](#).

### **General Updates**

- City sales tax continues to trend up for the year and was up 25.39% in November 2019 over November 2018. Thru November 2019 City sales tax was up 13.83% over the same period in 2018.
- County sales tax (12.19% increase in October) and the use tax on motor vehicles (39.84% in November) were also up last month. When compared to last year, the lodging tax is down slightly (1.55% overall) and also the use tax on building materials is down.
- Last year was a great year for the Fruita Youth Initiative (FYI) and Fruita Youth Action Council! To view a recap of 2019, you can view the first ever FYI newsletter at this [link](#).

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

- Exciting news this week, Great Outdoors Colorado (GOCO) announced that they will be hosting a listening tour for the GOCO 2020 Strategic Plan at the Fruita Community Center next month. GOCO is trying to get feedback for the new strategic plan that will be used for the next five or more years. The meeting is on February 26, 2020 from 4:30 to 6:00 p.m. To RSVP to the meeting or to get information, you can visit GOCO's website [here](#).
- Fruita Monument High School is hosting a Community Open House on Wednesday January 22, 2020 from 5:00 to 6:00 p.m. The purpose of the event is to highlight the changes from the recent construction and to discuss all of the school district projects from the 2017 bond measure funds. More information can be found [here](#).
- Speaking of School District #51, here is a link to the [January Board Brief](#). A few highlights from the newsletter is that the district will continue with safety improvements at Fruita Monument High School as well as other maintenance projects at the Fruita Middle School and Fruita 8/9 School. Also, the Board will be meeting with the District's demographer in February to discuss the boundaries for Monument Ridge Elementary School.
- We have also scheduled the dates to recognize students and teachers from each Fruita school at 2020 City Council meetings beginning in February.
- One last School District update, the D51 Foundation 8<sup>th</sup> Annual White Iced Celebration will be on February 1, 2020 at Colorado Mesa University. More information on the benefit event can be found [here](#).
- Congratulations to the new Fruita Area Chamber of Commerce Board President, Kodi Imondi! There was a great introduction in the Weekly Connection this week, and more information on the Board can be found [here](#).
- I had a chance to meet with the new Superintendent of the Colorado National Monument this week to discuss continued partnerships.
- I attended the GJEP Board meeting this week and expressed appreciation to the board for their support of incentives to match the state strategic fund incentives for Canfield Bikes. Development in Fruita will be the focus of GJEP's next Sentinel article and their radio show on KAFM Business Beat Jan. 28 at noon.
- Dan and I met with a business prospect and representatives of the Fruita Business park to discuss a business development.
- Since we did not receive the DOLA grant last year for K.4 Rd, we are working up options for tackling our budgeted street projects this year to discuss with City Council at the February 4 meeting.

### **Engineering**

- The casing pipe has been advanced the full length of the highway and railroad bore for the Highway 6 Sewer Interceptor Project. Installation of the carrier pipe will begin after all the casing pipe cleaning and elevations have been established.

### **Parks and Recreation**

- On Wednesday (January 15<sup>th</sup>) The Fruita Youth Initiative hosted the first Spring session of "Start the Conversation." The session was presented by Mind Springs Health where they talk about Resiliency and Happiness. The next "Start the Conversation" session is on February 19<sup>th</sup> where Primary Care Physicians will talk present on Stress Management and Wellness.

- Night at the FCC is tonight! The FCC Will close its doors tonight at 7pm for 5-7<sup>th</sup> grade students to come and be youth.
- Nuggets Skills Challenge is at the FCC tomorrow morning.
- The contract with GreenPlay is signed and we are off and running to develop a Fruita Parks, Health, Recreation, Open Space and Trails (PHROST) Master Plan. Staff is scheduled to have a kick-off meeting on Monday to set schedules and discuss the planning process.
- Staff presented the CPW Non-Motorized Planning Grant Application to Colorado Parks and Wildlife early this week. We certainly hope the presentation went well and we were able to address any questions CPW may have had regarding our funding request to prepare Cultural and Paleo survey work in the North Fruita Desert. This is the next step in being able to construct new trail at the 18 Road trail system.

### **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)

### **Public Works**

- Six employees attended traffic control training this week and took exams as part of the certification process to become a Traffic Control Technician/Supervisor. We should here back in the next couple weeks on the results.
- The Colorado Department of Health and Environment performed a site inspection of the Fruita Wastewater Reclamation Facility this week with no findings of deficiencies. Kudos to the all the work our wastewater staff puts in to ensure compliance and make sure we are protecting the environment.

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

- [Moriah Woods concert at Calvalcade.](#)
- [Grand Junction Uber driver escapes armed would-be kidnapper by jumping out of moving car.](#)
- [Fruita resident Lena Davenport turns 100!](#)
- [Bray Real Estate 2019 Report.](#)
- [How Mesa County plans for an emergency.](#)
- [Palisade approves Plunge Parking Project.](#)
- [GJ Regional Airport undergoes flooring project.](#)
- [Water experts say 2020 is a big year for water conversations.](#)
- [Census Bureau hiring temp workers.](#)

- [Sheriff's Office recognizes those that helped save lives.](#)
- [Music Scene: Merkules and other shows in the area for Jan. 17-23.](#)
- [Grand Valley Power opens 2020 Scholarship Application Period.](#)
- [CDOT preps for busy holiday travel.](#)

**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 22, 2020** – Community Open House at Fruita Monument High School, 5:00 to 6:00 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).



**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.