



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 31, 2020
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

It is going to be a busy meeting on Tuesday night. We will begin by recognizing the student and teacher of the month from the Fruita 8/9 School as well as a Proclamation for Kindness is Contagious Week in Fruita. There are six items on the consent agenda, and three public hearings on planning and development items. We have a full administrative agenda scheduled and will discuss capital project changes and adopting the "Fruita in Motion" Comprehensive Master Plan update!

Fruita Municipal Election 2020

Monday was the final day for candidates to submit to run for Mayor or City Council. All signatures have been validated and we have one candidate for Mayor. Current Mayor Joel Kincaid is running unopposed for a second two-year term. Four candidates are running for three at-large, 4-year City Council seats, including alphabetically Matthew Breman, Dave Karisny for second term, Ken Kreie for a second term and Heather O'Brien. A candidate orientation is scheduled for Monday, February 10 at 7pm at the Fruita Civic Center. In addition, also on the ballot will be a question related to a proposed lodger's tax. Information on the election may be found [here](#) and the current City Council Handbook may be found [here](#).

D51 Fruita Elementary Boundary Meetings

D51 is inviting the community to attend any of four Fruita Elementary boundary meetings to take place on February 10 and 13. The D51 Newsletter provided the following information:

Fruita Area Elementary School Boundary Discussion

With the opening of Monument Ridge Elementary School coming this fall, new elementary school boundaries are needed in the Fruita area.

On Monday, D51 Demographer Shannon Bingham presented the board with various scenarios for Fruita area elementary school boundaries, including:

Scenario 1: Placing a boundary along Ottley Avenue/K Road and having students who live east of the Shelledy Elementary boundary and north of Ottley attend Monument Ridge and having students who live east of the Shelledy boundary and

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

south of Ottley attend Rim Rock Elementary. Under this scenario, projected 2020-21 enrollment would be 476 for Appleton, 320 for Loma, 345 for Monument Ridge, 345 for Rim Rock, and 415 for Shelledy.

Scenario 2: Everything from Scenario 1, plus 60 children who live south of I-70 in Fruita would go to Shelledy Elementary instead of Loma Elementary. Under this scenario, projected 2020-21 enrollment would be 476 for Appleton, 260 for Loma, 345 for Monument Ridge, 345 for Rim Rock, and 475 for Shelledy.

Scenario 3: Everything from Scenarios 1 and 2, plus extending the eastern boundaries for Monument Ridge and Rim Rock into northern parts of the Appleton boundary from 21 Road to 23 Road. This would take 45 students from Appleton and put 22 of them into Monument Ridge and 23 of them into Rim Rock. Under this scenario, projected 2020-21 enrollment would be 431 for Appleton, 260 for Loma, 367 for Monument Ridge, 368 for Rim Rock, and 475 for Shelledy.

Scenario 4: All of the above, plus moving some children from Rim Rock to Shelledy. This scenario would have given Shelledy an estimated 531 students, and the school's capacity is 546 students. While Mr. Bingham said Rim Rock and Monument Ridge attendance areas have the greatest potential for rapid growth over the next several years, he cautioned the board that it wasn't the best plan to get Shelledy so close to its capacity because the entire community is growing.

The board selected Scenario 3 as its preferred option, and community members will be able to comment on what they like or don't like about the scenario at any of four public meetings next month:

Monday, Feb. 10

Fruita Middle School Cafeteria

* 4:30-6:00 p.m.

* 6:30-8:00 p.m.

Thursday, Feb. 13

Fruita Monument High School Commons

* 4:30-6:00 p.m.

* 6:30-8:00 p.m.

A Year in the Life of Fruita Photo Contest

The Fruita Arts and Culture Board is accepting photos for a Year in the Life of Fruita. Anyone is eligible to participate and can submit photos of everyday things in Fruita. The best photos that are taken over the year will be put on display at the 2021 Art Stroll. To find out more information, you can visit this link [here](#).

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

- Beer or Rootbeer with the City Manager is next Tuesday, February 4th at 5:00 p.m. at the Hot Tomato! We have had great turnouts at these events, and I always look forward to hearing from the community.
- I participated on the KAFM, Business Beat radio program Tuesday, hosted by Robin Brown, Executive Director of the Grand Junction Economic Partnership. The monthly program focused on Fruita with Lance Canfield, Canfield Bikes first discussing why they chose to relocate to Fruita, and Donna Stratton with FHE discussing their expansion in Fruita and why their global business is located in Fruita. Both focused on quality of place and lifestyle reasons. If you want to listen, you can at this [link](#).
- Planning & Development Director Dan Caris and I had a great first meeting with another prospective company considering Fruita this week brought to us by an existing local business.

Engineering

- MA Concrete Construction Inc. began the open trench construction of the 18-inch sewer for the Highway 6 Sewer Interceptor Project. Clayco Inc. Continues to work on the installation of the carrier pipe in the newly installed steel casing at the east end of the project.

Parks and Recreation

- Staff is working on the Parks, Health, Recreation, Open Space and Trails (PHROST) schedule for February 19-21 when the GreenPlay Consultants will be in town to gather community information and inventory the parks and recreation system. On the evening of Thursday, February 20th a Community Open House or Public Forum is scheduled from 5:00 – 6:30 pm at the Cavalcade in Downtown Fruita. All members in the community who want to provide information on PHROST are welcome and encouraged to attend.
- This past Sunday, FCC held an all-staff meeting to take care of business. The updated policies and procedures manual was distributed to the 120 staff that attended. David Livingston from Hilltop came out and shared some pointers on customer service and community relationship building. It was also a good evening to review 2019 successes and reset the button in preparation for a great 2020 year.

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
- Dwell PUD Concept Plan
- Bradyville Minor Subdivision

Site Design Review:

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

Other Applications:

- Cook Short Term Rental
- Christmas Farm Short Term Rental
- Fessler Variance
- Vic's Place Short Term Rental

Police Department

- Representatives from a local organization - Trap, Neuter, and Release - were in town this week working with property owners regarding feral cats.
- The Grand Junction Regional Communications Center budget for 2020 was finalized. The City of Fruita will see a 4.8% increase in GJRCC costs over 2019. This is under what we budgeted for this year so the excess will be returned to the Public Safety Reserve at the end of the year.

Public Works

- Road crews started work on installing a road base shoulder on the west side of S. 18 ½ Road near the golf course due to the narrow width of the road. Work will continue next week with plans to ultimately install a widened asphalt section when funding allows.
- Crews also worked on repairs to an irrigation culvert on S. Mesa Street near the frontage road this week that was deteriorated to the point of concern for the integrity of the road. Due to the shallow nature of the culvert it was lined and will be grouted this coming week. We will also be investigating installing an overflow at this location to prevent flooding if the pipe or ditch gets clogged.
- Building Maintenance crews have been busy working on inventorying light fixtures and other systems to evaluate some energy savings alternatives. They have also order carpet for the second floor of the Civic Center and are coordinating schedules with users to minimize impacts. Right now, it looks like installation will occur in the last two weeks of March.
- The electrical bore under Highway 340 was completed this week by Xcel Energy to upgrade the power to the sewer lift station near Redcliffs Drive. Crews will be coordinating final electrical improvements and installation of new controls in the coming weeks.

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

- [District 51 works to redraw school boundaries.](#)
- [House panel OKs changes to rural economic development program.](#)
- [Mesa County jobless rate trends up, but 2019 still a good year.](#)
- [This Grammy-nominated musician has ties to the Grand Valley.](#)
- [Tale of two ballots: Wolves and family leave under consideration by legislators.](#)
- [River district considering tax hike.](#)
- [County group to open grant cycle.](#)
- [Mesa County concern still low for coronavirus.](#)
- [Colorado Puffer Week.](#)
- [New bill would help developing businesses outside of Mesa County.](#)
- [Fruita Monument staying at 5A amid reclassifications.](#)

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.):*

- **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 27, 2020** – Night at the FCC, 7:00 p.m. to 10:00 p.m. at the 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 18, 2020** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course at 9:00 a.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.
- **May 1, 2020 – May 3, 2020** – Fruita Fat Tire Festival, 18 Road Trailhead and Downtown Fruita.
- **May 2, 2020** – Girls on the Run 5K at 9:00 a.m. at the Fruita Community Center
- **May 6, 2020** - Bike to Work Day, 7:00 a.m. to 9:00 a.m., at Civic Center or Heritage Park.
- **May 29, 2020 – May 30, 2020** – Mike the Headless Chicken Festival, Downtown Fruita.
- 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.



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.

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

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

For more
information, visit
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.



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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.