



FRUITA COLORADO

Weekly Info Update



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

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Tuesday's City Council Meeting

The City Council meeting on Tuesday night will be held virtually, and the link to participate online for the public (or a phone number to call into the meeting) can be found here. The meeting will begin with old business with the current City Council, and there are two items on the consent agenda. After council reports and actions, old business will conclude with a presentation to outgoing City Council members Dave Karisny and Amanda Ewing.

After that, the meeting will move on to new business and the swearing in of the newly elected Council members and Mayor. The new Council will then consider three items on the consent agenda, and there are two administrative presentations scheduled. These presentations are an update on the Land Use Code revision and a COVID-19 Response update. The meeting will conclude with the election of a Mayor Pro Tem.

Since the meeting will be held virtually, we are asking that the public submit any comments before the meeting. Public comments can be submitted to communications@fruita.org.

Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow www.fruita.org/covid19 for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Mesa County Public Health Order 2020-01** – Last Saturday, Mesa County Public Health (MCPH) issued a public health order effective 6:00 a.m. on April 13, 2020, that requires critical retailers to implement social distancing practices, including requiring portions of the workforce to wear a face-covering while performing duties where direct contact with members of the public occurs. The intent of this order is to protect employees and customers and is the latest step to try and slow the spread of the novel coronavirus or COVID-19. Under the order, which is an amendment to Colorado's stay-at-home order, there are requirements directing retailers to limit the number of customers allowed in stores and implementing measures to keep the

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public at least six feet apart while conducting essential business. The order is in effect until April 26, 2020 at 11:59 p.m., but could be extended. [Click here to read the full order.](#)

- **Several Fruita Events Postponed, Including Mike the Headless Chicken Festival** - This week, it was decided that the Mike the Headless Chicken Festival, originally scheduled for May 29-30, is postponed until further notice. In addition, several events hosted in the City of Fruita have been postponed to a future date or to be determined. These events are:
 - **April 18, 2020:** Youth Scholarship Golf Tournament hosted by Fruita Parks and Recreation – Postponed, future date to be determined.
 - April 25, 2020:** the COPMOBA Bike Swap – Postponed, future date to be determined.
 - April 26, 2020:** Kids at Heart Fun Run at Little Salt Wash Park, hosted by Family Health West Foundation – Postponed, future date to be determined.
 - May 1-2, 2020:** Fruita Fat Tire Festival at North Fruita Desert and Downtown Fruita – Postponed to May 7-9, 2021.
 - May 2, 2020:** Girls on the Run 5K at the Fruita Community Center – will be held virtually.
 - May 2, 2020:** 18 Hours of Fruita at Highline Lake – postponed until September 18-19, 2020.
- **Notice to Short-Term Rentals** - This week, we sent out an email to all owners/operators of Short-Term Rentals (or VRBOs) asking that they limit rentals to only those traveling for essential business activities (as defined in the Stay at Home Order). While we welcome visitors and tourists to Fruita in the future, we are encouraging people not to travel to Mesa County at this time to help limit the spread of the virus. More information can be found [here](#).
- **Support Local Businesses page launched** - Our local businesses are vital to our community and economy. To help support our local businesses, we have compiled a map of business that are still open, their hours, and contact information. We will do our best to keep this map updated and accurate, but if you see any issues, please feel free to email us at communications@fruita.org. Here is the [link](#).
- **Letter to Senators Bennet and Gardner.** This week, the Mesa County Economic Development First Responders submitted a letter to our federal representative identifying several shovel-ready capital infrastructure projects in Mesa County. These were identified for the purposes of if federal funding becomes available capital projects through future legislation. The full letter can be found below.
- **Request of Senator Bennet.** After participating in a call with cities and counties in Colorado with Senator Bennet that focused on many COVID-19 response topics, including the need to get the economy reopened and better testing and tracing capabilities, I also requested of Senator Bennet the need for the boundaries of Opportunity Zones to be revisited to include Fruita and other communities like us that were left out of the draft given to the state to then narrow. In the recovery stage this could be important.
- **Fruita Chamber of Commerce Launches Online Store/Fundraiser for Local Businesses** – The Fruita Chamber with Western Slope Communications have partnered with Grand Valley Power to begin launching an online store for members of the community to purchase gift cards, products and services from local businesses who have been impacted by the recent public health crisis. Local businesses can submit an item form to the Chamber to participate and each item will be auctioned off. More information can be found [here](#).

Boards and Commissions Vacancies

Although meetings are temporarily on hold, we are still accepting applications for several Boards and Commissions vacancies. Currently, there are openings on the Board of Adjustments, the Historic Preservation Board, the Livability Commission, and the Parks and Recreation Advisory Board. More information on each opening can be found at this [link](#), as well as an electronic application.

Survey to be released to public--Parks, Health, Recreation, Open Space & Trails (PHROST) Master Plan

Work is continuing on the PHROST Master Plan and a community survey will hit mailboxes next week. An initial mailing of approximately 400 surveys will be distributed randomly to the Fruita service area to obtain a statistically valid sampling. After a couple of weeks, the survey will be opened up to the entire community so everyone will have an opportunity to provide input. In addition, GreenPlay and staff are working with our local schools to conduct the Youth Activities and Nutrition Survey of 6th through 9th grade students. While we recognize the current situation we are in with COVID response, we have met with GreenPlay and RRC (a professional survey firm) who believe we may get a higher than normal rate of return. Language has been put into the surveys to address COVID as well. In short, we believe we will still get a good, if not better response on the survey, providing us with useful information on what the community needs and wants from Fruita Parks and Recreation.

General Updates

- City sales tax revenues for February were up 16.41% over February 2019. For the first two months of the year, City sales tax is up 33% over 2019; however, we anticipate an unfortunate and large decrease in such revenues beginning in March. The full financial report is included in the April 21, 2020 City Council packet.
- Lodging tax for February was up 6.47% over February 2019 and up 18.89% for the first 2 months. Similar to sales tax, these revenues will dramatically decrease beginning in March.
- Since I cannot host our typical meets up with the City Manager at coffee shops, breweries, on bike rides, hikes or walks, I will host a Virtual Coffee with the Manager Friday at 8:30 a.m. Log-in info will be posted on Facebook and on www.fruita.org.
- The Bureau of Land Management has announced a 60-day public comment period on proposed e-bike regulations on public lands. To participate in the public comment, or to learn more, you can visit the BLM's website [here](#).

Engineering

- The bid opening for the 2020 Chip Seal project will be held virtually on Monday, April 20, 2020 at 1:30 p.m. MST. for information about attending this meeting, you can visit this [link](#).
- A preconstruction meeting will be held next week on the K.4 Road Improvements project. Construction is anticipated to begin in late April.

Parks and Recreation

- Recreation staff continue to be busy helping our community. Staff continues to deliver Meals on Wheels food to seniors who were coming the Fruita Community Center for lunches. On Thursday, many of the Recreation staff worked with and helped distribute food from the Food Bank of the Rockies at the FCC. Our senior and youth staff have been working on implementing

a volunteer program for area youth to be paired with senior who may need yard work. We hope to have that planned and ready to roll out next week.

- The lighting project at the FCC was completed this week and now all lights are LED. Not only will this help with cost savings, but our maintenance staff will spend less time replacing bulbs and ballasts. Other maintenance activities having been taking place during this closure. Staff is working to get the FCC to a point where we will not have a maintenance week in August like normally planned every year.
- Recreation staff have also been busy working through special event postponements. Not only our own events like Mike the Headless Chicken Festival and the Youth Scholarship Golf Tournament but other community events such as Fat Tire Festival, Girls on the Run, and the Farmers Market. Not all events are postponed, and most June events are still planned but we are watching and waiting to determine how COVID recovery will be rolled out and will impact our community events.
- Parks staff has been very busy getting irrigation up and running. We have also been spending much time on aerating and applying weed and feed to our various turf areas. Recovery of the Civic Center turf has been spotty, and they will be re-applying some seed now then water to hopefully fill in some bare areas that did not re-establish this spring.

Planning & Development

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

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan
- Bradyville Minor Subdivision
- Cider Mills Preliminary Plan

Site Design Review/ Other Applications:

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)
- Sycamore St ROW Vacation
- Lithic Arts Building Site Design Review

Police Department

- This week is National 911 Telecommunicators week. We are thankful for our Communication Center partners and their dedication to public safety.

Public Works

- Startup of the City irrigation systems went fairly smooth this week and irrigation water is now available for all city irrigation customers.

- There was a sanitary sewer overflow (SSO) that occurred last Friday at the intersection of Maple St. & Kaley Street, which was caused by a plug in the line that originated from the construction of the Garden Estates subdivision. Crews were able to contain the overflow in the street and clean it up according to public health standards. The City maintains approximately 70 miles of sewer lines and typically averages 1, or fewer, SSO's per year.
- Road crews completed some shoulder work on S. 18 ½ Road adjacent to the golf course this week.
- The Pavement Surface Evaluation Ratings (PASER) for 2020 have been complete. PASER evaluations are completed once every 3 years and are used in prioritizing street repairs. Thanks to Tony Cinquini, Streets Supervisor, for all his work in evaluating every street segment in the City over the past few months.

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

- [Mesa County says to always wear a mask.](#)
- [Local musicians perform live to raise money for COVID-19 patients.](#)
- [Fruita postpones Mike the Headless Chicken Festival, among other events.](#)
- [Fire restrictions imposed by Forest Service due to pandemic, not conditions.](#)
- [Food truck helping out truckers during COVID-19 crisis.](#)
- [Local banks help businesses secure millions in payroll protection loans.](#)
- [I was determined to spring break in Fruita despite the coronavirus. I was scamming myself.](#)
- [Family Health West holds Facebook live music fundraiser with local musicians.](#)
- [Unemployment numbers in Mesa County.](#)
- [More workers find themselves furloughed or laid off.](#)
- [Area retailers instructed to standardize social distancing practices.](#)
- [When was the City of Fruita born?](#)
- [Spring sees growth of illegal dumping.](#)
- [Palisade Plunge Trail construction continues amidst pandemic, phase one near complete.](#)
- [Mesa County Public Health says 30 of 35 COVID-19 positive residents have recovered.](#)
- [Grand Junction Regional Airport gets \\$5.6 million from the CARES Act.](#)
- [Grand Junction business incubator offers help to small businesses.](#)
- [CSP reminds drivers to obey laws while on the road.](#)

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.):*

- **April 24, 2020** – Virtual Coffee with the City Manager, 8:30 a.m. to 9:30 a.m. Link to participate can be found [here](#).
- **May 6, 2020** - Bike to Work Day, 7:00 a.m. to 9:00 a.m., at Civic Center or Heritage Park.

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org.



Honorable Michael Bennet
 United States Senator
 261 Russell Senate Building
 Washington, DC 20510

Honorable Cory Gardner
 United States Senator
 354 Russell Senate Building
 Washington, DC 20510

Honorable Scott Tipton
 U.S. Representative
 218 Cannon HOB
 Washington, DC 20515

Senators Bennet & Gardner & Congressman Tipton:

Thank you for the work you are doing to represent and advocate for our communities during the unprecedented global COVID-19 pandemic. This is clearly a trying time and we greatly appreciate the open communication, overtures for information and accessibility you all have shown over the past number of weeks. We feel fortunate to be represented by you all in Washington, D.C.

During a recent meeting of our Mesa County Economic Development First Responders group, we discussed the likelihood of further legislative measures designed to stimulate economic activity and aid in recovery once we get through the COVID-19 crisis. As a coalition of organizations in Colorado's Grand Valley focused on enhancing economic vitality, expanding employment opportunities and improving workforce development, we see value in communicating in one voice with your offices about crucial capital and infrastructure projects we know will greatly enhance our region and State. Accordingly, our coalition has developed the *20 for 2020* list of crucial infrastructure projects we believe are vital to our success in the near and long term. While we understand how large this ask is, we wanted to clearly communicate the needs of our communities to ensure your offices are armed with shovel-ready projects as negotiations and legislative drafting efforts continue.

We would welcome the opportunity for a more in-depth conversation about each of these projects in the near future. Please let us know when we can convene such a briefing.

With thanks,

Tim Foster, President
 Colorado Mesa University

Diane Schwenke, President & CEO
 Grand Junction Area Chamber

Robin Brown, CEO
 Grand Junction Economic Partnership

Greg Caton, City Manager
 City of Grand Junction

Peter Baier, County Administrator
 Mesa County

Mike Bennett, City Manager
 City of Fruita

Jon Maraschin, Exec. Director
 Business Incubator Center

Brandon Stam, Exec. Director
 Downtown Grand Junction

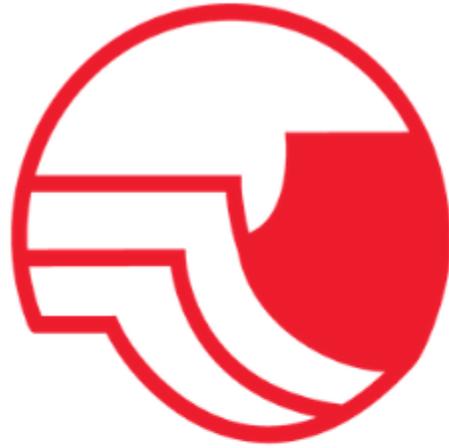
Janet Hawkinson, Town Manager
 Town of Palisade



Colorado's Grand Valley 20 for 2020 Capital & Infrastructure Priorities

Agency/Organization	Project Description	Estimated Cost	Shovel Ready Y/N
Colorado Mesa University	PA/PT/OT Academic Bldg	\$10,695,107	Yes
City of Grand Junction	Riverfront at Dos Rios	\$10,000,000	Yes
City of Fruita	K.4 Rd Improvements	\$1,500,000	Yes
Mesa County	MC Jail Pod Expansion	\$24,000,000	Yes
GJ Regional Airport	Customs Office/FTZ	\$2,500,000	Yes
Town of Palisade	Kluge Road Improvements	\$1,500,000	Yes
Business Incubator/RTC	Water Line Replacement	\$900,000	Yes
Downtown Grand Junction	Alley, Breezeway Improvements	\$500,000	Yes
Colorado Mesa University	Electric/Computer Engineering Academic Bldg	\$23,851,365	Yes
City of Grand Junction	24 Road Improvements	\$13,500,000	Yes
City of Fruita	Maple St Bridge	\$2,000,000	Yes
Town of Palisade	Water Line Replacement	\$3,000,000	Yes
Mesa County	E Road Expansion	\$8,000,000	Yes
Colorado Mesa University	Kinesiology Facility	\$28,886,536	Yes
City of Grand Junction	Street Maintenance	\$4,300,000	Yes
City of Fruita	Greenway Drive Bridge	\$2,000,000	Yes
School District 51	Grand Junction High School	\$95,000,000	Yes
Downtown Grand Junction	7 th Street Art Line	\$100,000	Yes
Colorado Mesa University	Brownson Arena Expansion	\$25,456,000	Yes
CDOT/City of GJ/ Mesa County	I-70 29 Road Interchange	\$60,000,000	Yes





**MESA COUNTY
PUBLIC HEALTH**

HOTLINE
(970)683-2300



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.