



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 15, 2020
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

Tuesday's City Council Meeting

The meeting on Tuesday will begin with a proclamation for "National Public Works Week." There are four items on the consent agenda, and one quasi-judicial hearing on a planning item. The meeting will conclude with an update on the City's response to COVID-19 and a financial update. This City Council meeting will be held virtually. For residents that want to submit a public comment on any of the agenda items, that comment can be emailed to communications@fruita.org. People can also provide public comment during the meeting by following the instructions at this [link](#). The packet can be found [here](#).

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 to Offer Antibody Testing** – Beginning this week, the Health Department will be offering antibody testing for COVID-19. This is a blood test that looks for antibodies in your blood and can detect the body's immune response to the infection caused by the virus, rather than detecting the virus itself. MCPH will be doing these tests by appointment, and you can call the COVID-19 hotline at 970-683-2300 for pricing and scheduling information. More information can be found [here](#).
- **Fruita Civic Center to Reopen for Appointments Only** - Beginning on May 18, 2020, the Fruita Civic Center will be open for appointments only. Public/walk-in access to the facility will remain closed. The Civic Center has been closed since March 23, 2020, and this is the first phase of a plan to reopen the facility to the public in the future. Although the Civic Center will be reopening in a limited capacity, most City business can be conducted online, and the City encourages residents to limit all visits to the facility. Additional changes include staff continuing to wear masks, social distancing measures will remain in place, the building is disinfected throughout the day, and all public meetings will be held virtually (without in-person access) until further notice. The Fruita Police Department and City Shops Building will remain closed indefinitely. To learn how to conduct City business online, you can visit

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

fruita.org/covid19. To schedule an appointment with any of the following Departments, you can call these numbers:

- Planning and Development: 970-858-0786
 - Engineering: 970-858-8377
 - Administration: 970-858-3663
 - Human Resources: 970 858-8373
- **Grand Valley Transit Now Requiring Face Coverings** - On Tuesday, GVT announced that passengers are now required to wear a face covering while on the bus. In addition, GVT is asking that riders only use GVT for essential travel, spread out to meet social distancing requirements, and wash or sanitize hands often. The full release can be found [here](#).
 - **Food Truck Fridays Cancelled** – Also on Tuesday, it was announced that the Grand Valley Food Truck Friday events throughout the valley will also be cancelled.
 - **Fruita Fourth Friday** – At their meeting on Wednesday night, the Downtown Advisory Board decided to postpone all Fruita Fourth Friday's events until next year.
 - **Fruita Community Center Reopen** – In case you missed it, on Monday, the Fruita Community Center (FCC) reopened in a limited capacity. Currently, the fitness floor is open and many of the other parts of facility remains closed (Senior Center, Pools, Locker Rooms). This week through Thursday, the FCC is averaging 22 visits per day. There are several new policies and procedures in place and before you use the FCC, we recommend you read up on the changes – visit this [link](#) to get all the details. Once you are comfortable, you can now reserve a piece of equipment or a zone to get your work out in by visiting Sign Up Genius [here](#). FCC staff have also been posting a variety of videos on changes at their Facebook [here](#). The FCC is also considering allowing drop-ins next week – more information can be found at the Facebook page.

PHROST Master Plan Survey Open for Public Comment

In January 2020, the City of Fruita kicked off a Master Planning process to create a PHROST Master plan. We have had strategic planning meetings with many of our partners and stakeholders. But now we are asking for community wide input to get your ideas and priorities that will help shape the future of Fruita. We acknowledge this is a unique time and ask you to take a moment to envision the future of parks and recreation services in Fruita. To do this, the City of Fruita is conducting a survey to provide input to the PHROST Master Plan. We are requesting your participation as part of the effort to better understand your usage and needs for the park and recreation system, open space and trails. In addition, we are asking some questions that relate to the health of our community. The survey can be found at this [link](#). In addition to the survey which will collect quantitative information, we have an online engagement platform where you can interactively provide the City of Fruita with qualitative information. Visit <https://fruitaplaylikealocal.com> to provide us information on where you would like additional accessibility to recreational opportunities or what type of facilities and programs you would like to see provided in the future. All of this information will help us create a PHROST Master Plan to work to meet the needs of the future.

Fruita Small Business Emergency Assistance Fund Now Accepting Applications (cont'd)

Applications became available and live on Wednesday, April 29th at 9am. At a special remote meeting on April 23, 2020, the Fruita City Council approved up to \$60,000 in designated funds for economic development to create a loan fund for Fruita businesses that are facing financial hardships due to the

COVID-19 pandemic. This loan fund has been established as the “Fruita Small Business Emergency Assistance Fund.” Business in Fruita that have been impacted can apply for up to two months of operating costs or \$3,000. More information on the program can be found [here](#), and the application to apply can be found at this [link](#).

General Updates

- In the month of March, City sales taxes were up 46.96% from March last year, bringing our year-to-date numbers to 38.77% increase Jan – March 2019. While this is encouraging, we are expecting significant decreases for the months of April and May. Finance Director Margaret Sell will provide a detailed overview at Tuesday night’s City Council meeting. The [Council packet](#) posted today also includes the monthly financial reports.
- County sales taxes in March were down by 5% from the previous year, bringing our current numbers to plus 3.71% for the year. Lodging taxes were also down quite a bit in March (43.30%), and this brings our total to a 16% decrease on the year.
- The Fruita Area Chamber of Commerce’s Love Local Grand Valley Store will be open until May 20, 2020. All proceeds from the online store go back to participating businesses. You can the link to the store [here](#).
- The Bureau of Land Management continues to seek public comment on proposed E-bike regulations. The 60-day public comment period will close on June 9, 2020, and more information on it can be found at this [link](#).

Engineering

- 2020 K.4 Rd./Fremont St. Improvements Project continues. Concrete has been placed on the north side of K.4 Road and will be placed on the south side next week to complete sideway to Carlotta Court.
- Chip Seal Contract is planned for a June 15th start date. Anticipate 8-10 working days to complete.
- Street Overlays bid will be on June 5th. Bidding documents will be available at <https://www.fruita.org/rfps> starting next week.



Human Resources/Tourism

- The Fruita Tourism Advisory Council (FTAC) met on Thursday to discuss current and future marketing efforts and our revised budget for the rest of the year. Slate Communications also presented their revised marketing plan that will focus on both responding to COVID-19 and

preparing for efforts when travel is appropriate and allowed. The FTAC also welcomed their newest member, Kristy Driver, to the committee.

Parks and Recreation

- A shout out should go to all the Recreation staff who have worked hard to reopen the FCC. They have put together a good plan that minimizes the spread of COVID while offering the community an opportunity to use the facility. There is only one other recreation center open in the State of Colorado and we should be proud of the effort this team has given.

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

Public Works

- Congratulations to Mike Bramlett, Maintenance Worker on the Streets Crew, for all his hard work in training for, and passing, the Wastewater Collections exam. Mike had been studying for the exam at the beginning of the year and waited patiently for the Colorado Certified Water Professionals to reopen a testing site after being closed due to health restrictions.
- GPPWUA replaced 940 feet of pipeline this past weekend and we were able to send start sending water to Glade Park after being shut down last week but believe there may still be a leak on the line.
- Road crews began crack sealing and preparing some of the streets in advance of the chip seal project, which is scheduled to be completed by a contractor in June.

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

- [Fruita releases public survey on parks priorities.](#)
- [Fruita Community Center Reopens Some Amenities.](#)
- [Co2uT Gravel event offers pre-registration to women.](#)
- [Even with grant funds, Grand Junction airport expects turbulence ahead.](#)
- [Governor Polis says camping in state parks to resume on May 12.](#)

- [COVID-19 Briefs: Face masks for public transit riders.](#)
- [Little Sprout Preschool to reopen in Fruita.](#)
- [High school student-athletes recognized at Sports Award Shows.](#)
- [No Food Truck Fridays this year.](#)
- [CMU will open in the fall under guidelines.](#)
- [Grand Valley tax collections decrease.](#)
- [Legislature faces \\$3.3 billion revenue shortfall.](#)
- [Colorado National Guard's F-16s are set to fly over Western Slope health care facilities on Friday.](#)
- [Front Range Free for All](#)
- [Mesa County officials plan for antibody testing.](#)

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.):*

- No upcoming events currently.

CC. Department Directors

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



**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.