



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 19, 2020
Re: WEEKLY INFORMATION UPDATE

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Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

Tuesday's City Council Workshop

The Workshop will be on Tuesday at 7:00 pm to continue discussions on the city goals and establishing action items.

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.

- Not too much COVID-19 news this week! Here are a few highlights:
- **"Protect Our Neighbors" Phase of COVID-19 Response** - This week, Governor Polis announced the next phase of the state's response to the COVID-19 pandemic, and this will be entitled "Protect our Neighbors". Staff had the opportunity to review and provide feedback on the proposed guidelines of this next phase. While these guidelines may change, this phase will allow for most activities to occur (assuming six feet of distance between non-household member) and events (both indoor and outdoor) will be able to increase capacity quite a bit. This phase also encourages the public maintain about 65% social distancing (reduced amount of social interactions). Mesa County will have to apply to receive a variance to enter this phase, and disease transmission level will have to remain low. It is expected that the new framework will go into effect at the end of June.
- **Civic Center Reopening** – The reopening of the Civic Center has gone well, and we are seeing a steady number of guests. This week, the Fruita Branch of Mesa County Motor Vehicle reopened as well. A reminder, this branch is open on Tuesdays and Thursdays from 8:00 a.m. to 5:00 p.m.

General Updates

- **Fruita Farmer's Market.** The Fruita Farmers Market begins tomorrow! This year, the market will take place on Saturday mornings from 8:30 a.m. to 12:00 p.m. at Reed Park. The Fruita Farmers Market is kicking off its 14-week season showcasing local vendors of all kinds – from fresh to local produce, handmade crafts, ready to eat food, local artists, and more. The new guidelines for the market can be found at this [link](#), and the map (with the new location) can be found below.

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

- **COVID-19 Impact Survey.** The Grand Junction Economic Partnership (GJEP) has partnered with Colorado Mesa University to see how businesses have been impacted by the COVID-19 pandemic and economic downturn. GJEP is asking that businesses take a survey that will aid in creating a county-wide recovery plan. The link to the survey can be found [here](#).
- **Drought Conditions.** This week, we received notice that the Drought Task Force (within the Colorado Department of Local Affairs) has recommended the activation of Phase 2 of the Drought Plan. Mesa County is one of several counties that is experiencing severe or extreme drought conditions.
- **Summer Reading Program.** The Summer Reading program, through the Mesa County Public Libraries, is now available. The Summer Reading program will be entirely online this year. Visit this [page](#) for updates on registration, entertainment, activities, and more.
- **CARES Act for Municipalities.** We re coordinating with the County and other cities and towns in the county to establish allocations of the funding now available and preparing Intergovernmental Agreements between cities/towns and the county to be brought to Council prior to July 7.
- **Juneteenth Celebration.** Councilman Kyle Harvey is representing the City at the Juneteenth Education & Celebration event this evening at Lincoln Park in GJ, joining other governmental representatives. Councilman Harvey will read and present the City's Proclamation of Solidarity and Commitment to Addressing Racism in Our Community, approved by City Council Tuesday night.

Administration

- In compliance with the order of Chief Justice Coats of the Supreme Court of Colorado, Fruita Municipal Court will continue with video court appearances until August 3, 2020. Any questions can be sent to the Municipal Court Clerk [here](#).
- Next week, Waste Management is changing its service and route schedule. By now, residents should have received a postcard from Waste Management indicating their new trash and recycling service days (or if it did not change). The new map can be found at this [link](#), and our utility billing staff can answer questions at 970-858-3663.

Engineering

- K.4 Road is progressing with all but one driveway completed for the concrete work along Fremont St. The concrete sidewalk on the south side of K.4 Road is progressing to the west.
- Engineering received 6 responses to the Fremont Street Design Request for Qualifications on Wednesday. An internal committee will evaluate the responses to determine the most qualified consulting team.

Parks and Recreation

- The Fruita Community Center continues to see improved visitation numbers now that more of the amenities are being opened. From our first week of reopening, where we saw visit numbers of less than 100 per day, we are now seeing visitor numbers above 300 per day and climbing. Both the indoor and outdoor pools are open as we have been seeing how traffic flow has been working, we are able to increase our capacity numbers. On Saturday, we are also removing the

need to use Sign Up Genius for the Fitness area (cardio and weight area) but still will the reservation system for fitness classes, basketball and the pools.

- Parks has been very busy with some irrigation breaks this past week. Little Salt Wash Park was not watered for almost a week as a large break occurred just outside the pump house. Water is back on and the fields will be ready for Fruita Little Leagues games starting on Monday.
- Parks staff coordinated with CPW to sample the fish at Snooks Bottom Lake this past week – it was an all-night operation 😊. It will be nice to know exactly what fish we have in the lake.
- Draft survey results for PHROST are starting to trickle in and we are planning to host a community meeting to present the findings on July 23rd. Of course, we will organize the meeting to abide by Public Health Orders and social distancing guidelines at that time.

Planning & Development

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

Land Use Code Update:

The Planning Staff hosted a Land Use Code Update meeting on 6/18/2020 with Design Workshop (Planning Consultant) and our Code Focus Group. The Discussion included zoning, density, and update timeline. We anticipate to have drafts of the plan out for review by the third week of July. The draft Code text amendments will be made available to the community, which will include several opportunities for the public to engage via Workshops, Planning Commission and City Council hearings. We are very excited for this project and look forward to the completing this update to better align with the Fruita In Motion: Plan Like a Local Comprehensive Plan.

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan (Approved)
- Bradyville Minor Subdivision (Approved)
- Cider Mills Preliminary Plan (Approved)

Site Design Review/ Other Applications:

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

Public Works

- Matt Jones joined our wastewater team this week to fill the vacant operator position. Public Works now has all full-time positions filled but are still operating at reduced levels of service since 5 part-time positions remain vacant as we continue to monitor revenues.
- The contractor for the chip seal project had to finish another project this week and will be starting in Fruita on Monday, June 22nd.

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

- [Tales of Trails: Day trip to Devils Canyon, Pollock Bench offers taste of McInnis Canyons.](#)
- [Fruita Recreation Center reopens family swim.](#)
- [Fruits & veggies: COVID-19 produces changes at area farmers markets.](#)
- [April election costs doubled for area municipalities.](#)
- [Cities, County hope for reimbursement for relief spending through CARES Act.](#)
- [Legislature sends Gallagher recall to fall ballot.](#)
- [Local tourism boards market region to in-state tourists after COVID-19 peak.](#)
- [Colorado the Beautiful: Mesa County landscapes.](#)
- [New COVID-19 cases not concerning local health officials.](#)
- [Polis to move state into third reopening phase.](#)
- [Drought conditions increasing chances of fire danger.](#)
- [Xcel Energy scam hits the Grand Valley.](#)
- [Legislature ends 2020 session.](#)
- [New group marches for racial justice in D51 schools.](#)
- [Fruita Farmers Market Returns Saturday.](#)
- [Fruita Day of Summer = First Day of Fruita's Farmers Market.](#)
- [State creates program to help businesses with legal advice.](#)
- [The Spoken \(and Unspoken\) Rules of Outdoor Recreation.](#)

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.):*

- **June 20 – Sept. 19**, the Fruita Farmer's Market will be every Saturday from 8:30 am – 12:00 pm at Reed Park during these dates.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

CC. Department Directors

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



2020 Fruita Farmers Market

June 20 - September 19

Saturday Mornings
8:30 AM - 12:00 PM
Reed Park

The Fruita Farmers Market adheres to public health guidelines put forth by Mesa County Public Health and the Colorado Farmers Market Association.

SNAP & Double Up Food Bucks Accepted!

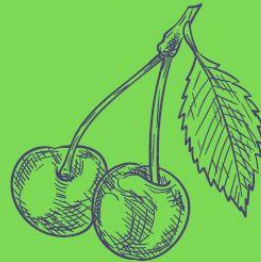
LEARN MORE AT:

FRUITACHAMBER.ORG/FRUITA-FARMERS-MARKET

**NOW AT A
NEW LOCATION!**

Find the Farmers Market at
Reed Park
250 S. Elm St.
Fruita, CO 81521

In an effort to promote social distancing and help future market growth, the Fruita Farmers Market will be moving to Reed Park.



**Fruita Area
Chamber of Commerce**
events@fruitachamber.org
970-858-3894

Fruita Farmers Market Saturday, June 20th

E McCune Ave E McCune Ave E McCune Ave

S Elm St

S Elm St

S Maple St

S Maple St

S Maple St

S Maple St

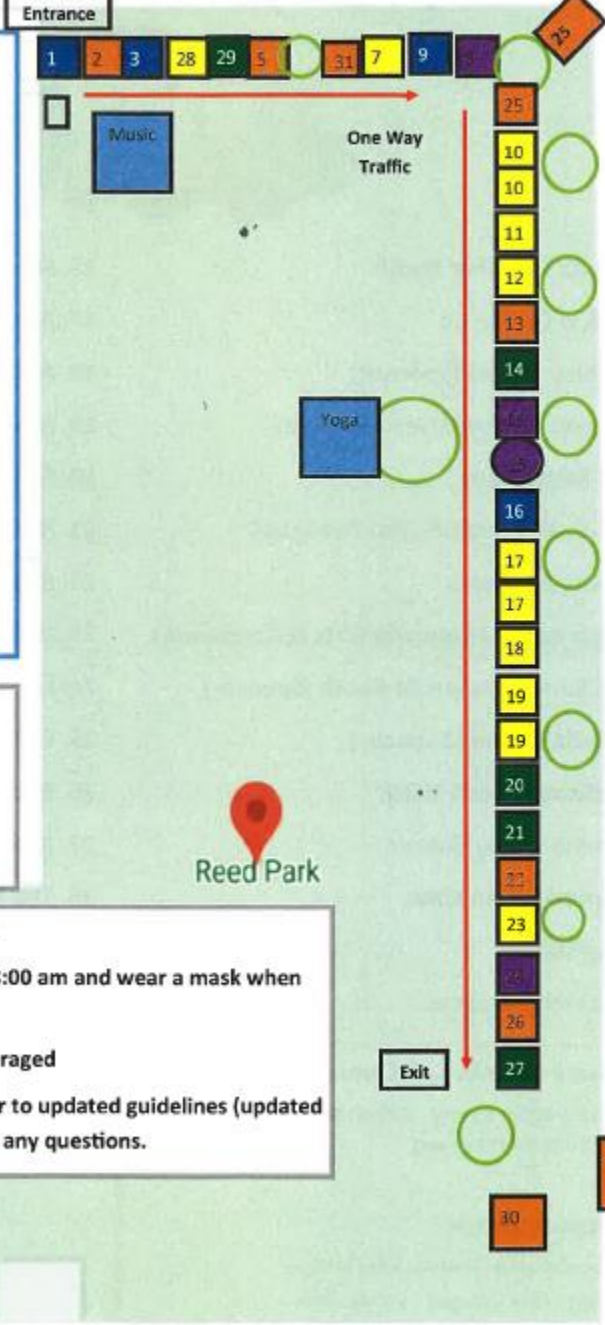
KEY:

- Produce
- Artisan & Handcraft
- Direct Sales
- Misc. Merchant
Non Season
- Sponsors/Event Hosts

Saturday June 20
8:30 AM—12 PM
Reed Park
 250 S Elm St,
 Fruita, CO 81521

On Site Market Manager
 April Hunger
 970-201-8361
 April@fruitachamber.org

Set up time starts at 6:00 am
 Vendors **MUST** be set up by 8:00 am and wear a mask when interacting with customers
 One-way traffic will be encouraged
NO Staking tents. Please refer to updated guidelines (updated 6/16) or Market Manager for any questions.



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**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.