



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JUNE 26, 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

**June 30 is a 5<sup>th</sup> Tuesday with no City Council meeting so enjoy a night off ☺.**

### Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow [www.fruita.org/covid19](http://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.

- **COVID-19 Cases.** Mesa County continues to see slight increases in the number of COVID-19 cases. As of Friday afternoon, there have been 87 confirmed cases. Unfortunately, The Colorado Department of Public Health and Environment reported that new outbreaks are beginning to emerge in the San Luis Valley, El Paso, Boulder, and San Miguel Counties. The state is encouraging residents to consider the amount of risk involved when participating in group activities, and created this [image](#) to show the risks and benefits of everyday activities.
- **Mesa County Phase 3 Waiver Request.** It is our understanding that Mesa County Public Health has submitted a phase 3 variance request to the state and is awaiting a response before releasing the details once approved with modifications or as submitted.
- **CARES Act Funding.** As I reported Tuesday night, Fruita stands to receive up to \$1,133,143 in CARES Act funding for unanticipated, unbudgeted expenses between March 1 – Dec. 31, 2020, related to COVID-19 response efforts. An IGA with Mesa County is being drafted to bring to City Council for a special remote meeting at noon on July 6, in order to submit our required opt-in step with the state on July 7. Staff is also working with our ED partners and internally on identifying many possible uses of these funds, in addition to the tracked and projected COVID-related expenses. We are also following the US treasury and state guidance on what expenses qualify as well since the eligibility requirements are narrow in scope.
- **Fruita Small Business Emergency Loan Fund Update.** I did clarify with the Business Incubator Center that the loan criteria requiring businesses have Fruita physical address does allow for owners who have a Mesa County physical address and the business is located in the City of Fruita to qualify in addition to the other qualifications. The BIC was to contact any applicants that fit that category to clarify.

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

The BIC is working with 54 Fruita businesses either with this loan fund, survival plans, our other loan fund or other loan funds they administer.

## General Updates

- **Special City Council Workshop.** As we discussed on Tuesday, our special workshop that was scheduled for this upcoming Tuesday has been rescheduled. We have reserved the Community Center meeting rooms for July 13, 2020 meeting engaging Black Lives Matter, Black Citizens and Friends, and Right and Wrong.
- **City Link.** The Summer 2020 City Link is now available! To cut down on the spread of the germs, this issue will not be mailed and is only available online. You can find it [here](#).
- **GVRTC Meeting Recap.** At the GVRTC Board meeting on Monday, the Board discussed how to use the \$5.4 million in CARES Act funding over this year and the next two years. After much discussion, the Board agreed upon scenario two, which will decrease Fruita's contribution to the Regional Transportation Planning Office 57% this year and 52% next year. More information on this scenario can be found on page 29 of the Board's meeting packet at this [link](#).
- **USDA Disaster Designation.** Last Friday, the United States Department of Agriculture granted a disaster designation for Western Colorado counties following the April freeze. This approval grants farmers in Mesa County access to USDA tools and resources to help with losses from the freeze. A press release on the designation can be found [here](#).
- **Fire Restrictions.** Beginning today, Mesa County is implementing Stage 1 Fire Restrictions. These restrictions apply to all of Mesa County including BLM land (except for U.S. Forest Service land). These restrictions prohibit the personal use of fireworks, campfires outside of designated fire pits or fire rings, agricultural open burning without Sheriff's permit, the use of explosive targets, or smoking outside near combustible materials. For more information, you can visit the Sheriff's office website [here](#).
- **Annual CML Business Meeting.** I participated as the City's voting representative and received an update from CML on bills CML both supported and opposed during the Colorado legislative session.
- **Meeting with Police Department.** City Attorney Paul Wisor, Chief Dave Krouse, HR Director Odette Brach and I met with the Police Department to discuss and answer questions related to the recently passed SB 20-217 "Enhance Law Enforcement Integrity" bill. We are also putting together a summary of what this bill requires that Fruita PD policies already accomplish and any changes over the next few years we will make in response to it to provide City Council and the public. I'm incredibly grateful for our team of police officers, the entire department, and the support the community regularly shares with them.

## Administration

- Staff completed working with the Auditors on their field work for the annual budget.
- We are working on finalizing the steps for opting-in to the CARES Act distribution.
- It is budget season and the calendar for the 2021 budget process is being finalized.

## Engineering

- Fremont Street and K.4 Road were both paved to Carlotta Court this week. The remainder of the concrete curb gutter and sidewalk are continuing to the west with progress to Locust St.

- Evaluations of the submissions for the request for qualifications for the Fremont St. Design project are underway. Six consulting firms submitted their qualifications.
- Trail connections from the Kokopelli Trail to 16 Road and up to Cipolla Road are complete. The Cipolla Road connection extends from 16 Road westward along the north side of the lake at Imondi Wake Zone and then north to Cipolla Road.

### **Parks and Recreation**

- In regards to the question from a Little League coach about water for players, we did confirm with Mesa County Public Health and passed the info on that it is okay to have large jugs of water for players as long as they use individual cups. Players may also bring more than one water bottle.
- Fruita Community Center ("FCC") staff is working on a special July Activity Guide that will be released on Monday, June 29, 2020.
- Since the expansion of the FCC, visitor count to the facility has been very steady. This week, the FCC averaged over 300+ patrons per day.

### **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:**

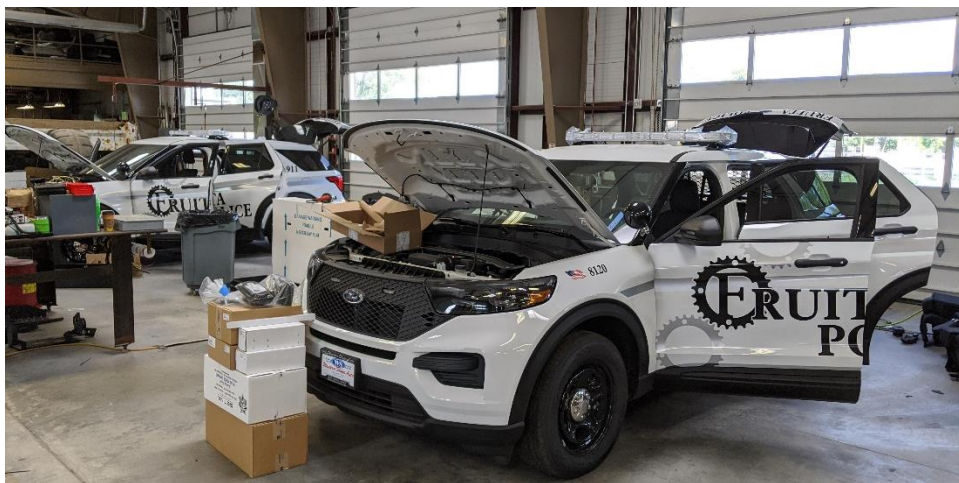
- Coloramo Site Design Review (333 W Aspen) (Under Construction)
- Monument Powder Coating (1596 Cipolla) (Approved)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Approved)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

## Police Department

- The Police Department and City leadership are actively working to evaluate and develop implementation strategies for Senate Bill 20-217 as well as other legislation taking effect July 1.
- We continue to have daily, in fact several times a day, visits and interactions with our wonderful community members who express their gratitude in words, food deliveries, notes and cards, and many other wonderful gestures. What an awesome community we get to be a part of!!
- On Friday morning, State Patrol engaged in a pursuit with a stolen vehicle that came into the state from Utah. The chase came into Fruita and the suspects abandoned the stolen car in the parking lot of the FCC then fled on foot. Fruita officers assisted in the searching for the suspects along with a number of Colorado State Patrol Troopers and Mesa County Sheriff's Office Deputies. Several area facilities were in a brief shelter in place, including the FCC, Family Health West, Shelledy Elementary, and others. The suspects were not located after a search of the area, and the State Patrol is asking the community to be vigilant. As always, in the event of an emergency please dial 911; to report any suspicious activity, you can call the non-emergency hotline at 970-242-6707.

## Public Works

- United Companies completed application of chips this week for all planned streets for this year's chip seal project and the contractor will be returning next week to apply the final fog seal. City road and utility crews have been providing all traffic control for this project.
- Dam Safety Engineers are scheduled to complete inspections of the Fruita Reservoir #1, Reservoir #2, and Enoch facilities this coming week.
- Fleet crews were busy this week upfitting police vehicles with new equipment and hope to get them into service soon, which will allow for rotating out and disposal of three older fleet vehicles.



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

- [Copper Club met uncertainty with creativity.](#)
- [State patrol looking for two suspects, ask Fruita community to be vigilant.](#)
- [District 51 announces graduation plans.](#)
- [Mesa County jobless rate retreats.](#)
- [Chamber survey results reflect optimism and concern over pandemic.](#)
- [Activities provide lessons about Juneteenth.](#)
- [District 51 approved to move into State 2 for athletics, activities.](#)
- [Cross Orchards Historic Site and the Fruita Farmer's Market open today.](#)
- [Fruita Farmers Market Resumes Amid COVID-19.](#)
- [RAW Hosts First Annual Juneteenth Celebration.](#)
- [Mosquito activity expected to increase as West Nile concerns return.](#)
- [6 of the best mountain biking trails on the Western Slope.](#)
- [District 51 Graduation dates, procedures announced.](#)
- [Grand Junction's Juneteenth Celebrated Today's Social Change.](#)
- [In-person voting kicks off for state primaries.](#)
- [Hazard mitigation plan open for public comment.](#)
- [Want to use the Loma Boat Launch? You'll need a hunting or fishing license.](#)
- [Pendley: BLM looking to 'wrap up' headquarters move by Fourth of July.](#)
- [Still have your mail-in ballot? Time to deliver it in person.](#)
- [Mesa County fire restrictions begin Friday.](#)
- [Research suggests dinosaurs were cannibals to survive.](#)

**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](mailto:communications@fruita.org).

# RISKS AND BENEFITS



## CONSIDERATIONS FOR SOCIAL ACTIVITIES DURING COVID-19



- FOR ALL ACTIVITIES**
- Stay home when you are sick or if you think you have been exposed.
  - Wear a mask when feasible.
  - Keep at least 6 feet between yourself and non-household members.
  - Clean your hands frequently.



**PARTIES  
REC. SPORTS  
RECEPTIONS**

Some activities can run the entire risk spectrum. More people in a smaller space equals a higher risk.



# 2020 Fruita Farmers Market

June 20 - September 19

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

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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!

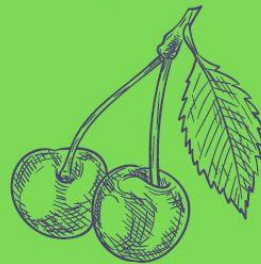
**LEARN MORE AT:**

[FRUITACHAMBER.ORG/FRUITA-FARMERS-MARKET](http://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](mailto:events@fruitachamber.org)  
**970-858-3894**



**MESA COUNTY  
PUBLIC HEALTH**  

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**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.