



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JULY 10, 2020  
Re: WEEKLY INFORMATION UPDATE

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### Monday's Special City Council Meeting

This is the listening session from 7pm – 9pm at the Community Center in the gym, to accommodate social distancing seating, which City Council invited a few representatives from Right and Wrong and Black Citizens and Friends of Mesa County to address City Council and staff.

### 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.

- **Mesa County Public Health Director Report and Q&A with City Council.** At Tuesday's City Council meeting, Jeff Kuhr addressed current trends and data related to coronavirus in Mesa County. Mr. Kuhr emphasized that many new cases are from locals traveling to other states and contracting the virus and/or gatherings of groups of people (family/friends). While new cases continue, the percentage of positives to total tested is still near 2%. Mr. Kuhr emphasized that more important than focusing on one measure alone, it is most important to focus on the collective precautions of (1) maintaining 6-foot social distancing from people outside household, (2) washing hands and surfaces regularly, (3) wearing masks when difficult to social distance or in public settings, (4) stay home when sick or if you are in one of the vulnerable populations and (5) getting tested if you have any symptoms.
- **Mesa County Third Variance Request.** This week, Mesa County Public Health decided to wait before submitting an application to enter the "Protect our Neighbors" phase of the state's COVID-19 response. The County is waiting until the positive cases of COVID-19 stabilize in the region. Counties applying to this phase must meet specific guidelines, and these are (1) low virus prevalence, (2) the health care capacity to handle a surge, and (3) the capacity to contain outbreaks and surges locally. The release from MCPH can be found [here](#).
- **PPP Loan Program Extended.** The U.S. Small Business Administration's forgivable small business loans program, known as the Paycheck Protection Program, has been extended until August 8, 2020. More than \$130 billion in federal guarantees for PPP Loans were still available for use by small businesses and

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

nonprofits as of June 30, according to the SBA. Program information and the application can be found [here](#). Additional business resources can be found at the Grand Junction Economic Partnership's website [here](#).

- **Resources for Local Businesses.** The Grand Junction Chamber of Commerce and the Mesa County Health Department have partnered up with local businesses to provide a series of webinars on best practices and legal issues during the COVID-19 pandemic. The first webinar, on liability while operating during the pandemic, occurred on Wednesday. The recording of this webinar and the calendar of future webinars can be found at this [link](#).
- **State Disaster Declaration.** On Tuesday, Governor Polis signed an Executive Order extending the disaster emergency declaration for COVID-19 an additional 30 days. The order can be found at this [link](#).

### Senator Gardner Visit

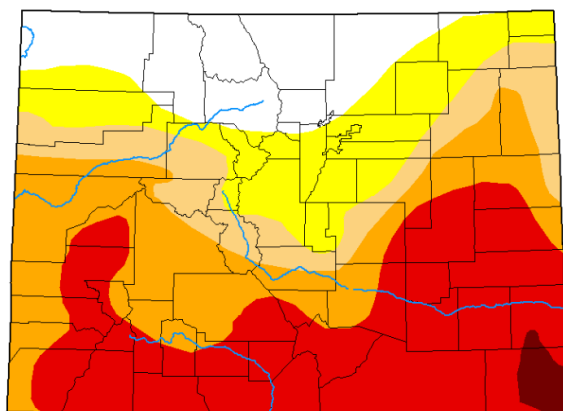
On Tuesday, Mayor Kincaid, staff, and I hosted Senator Cory Gardner on a tour of Fruita to discuss the Great American Outdoors Act and projects in Fruita that have benefited from the Land Water Conservation Fund (LWCF). The Senate version of the act that passed includes funding for the LWCF, and the U.S. House of Representatives will be considering the bill this month. We gave Senator Gardner a tour of the Fruita Community Center ("FCC") and Little Salt Wash Park. The original outdoor pool (now at the FCC) was funded through this fund. The original Fruita City Park at the location of the Community Center was also supported by this fund and recently the outdoor recreation restriction was transferred to Little Salt Wash Park to cover the newly purchased Lila Will property for future expansion.





## Drought Update – Mesa County

The Governor activated Phase 2 of the State Drought Plan for Mesa County and 39 other counties on June 22. In response, the Drought Task Force met last week and will be monitoring drought conditions and potential damages more intensively. Mesa County is currently listed to be in “severe” drought conditions, which is expected to impact agricultural operations and result in continued fire restrictions. More information can be found at this [link](#). In addition to this, beginning today, the Grand Mesa, Uncompahgre, and Gunnison National Forests (GMUG) will implement Stage 1 Fire Restriction for the entirety of Gunnison and Uncompahgre National Forests along with the Fruita division of the Grand Mesa National Forests. Mesa County remains in Stage 1 Fire Restrictions. Information on all fire restrictions along western Colorado can be found [here](#).



### Intensity:

- None
- D0 (Abnormally Dry)
- D1 (Moderate Drought)
- D2 (Severe Drought)
- D3 (Extreme Drought)
- D4 (Exceptional Drought)
- No Data

### Author(s):

Adam Hartman, NOAA/NWS/NCEP/CPC

*The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying [text summary](#) for forecast statements.*

## General Updates

- **Partner Coordination.** I participated in meetings with our Chamber and also with all the Economic Development Partners, both focused on ways to further assist businesses related to COVID –19 and working on ideas—more to come on this.
- **Census Update.** Census operations continue and Fruita residents have already beat their self-response rate from the previous census! Currently, Fruita’s self- response rate is 72.9%, as compared to Colorado’s self-response rate of 65.3%. If you have not, there is still time to complete the census online, over the phone, or by mail.
- **School District #51 Update.** At a special meeting last week, the School District #51 adopted its budget for the 2021-2021 school year. This budget includes \$9.4 million in ongoing revenue reductions, and this year’s funding will supply \$7,661.98 per student in the district. If interested, the adopted budget can be found at this [link](#). Addition District #51 news can be found at their [website](#).
- **Old Fossil Golf Tournament.** The 11<sup>th</sup> Annual Old Fossil Golf Tournament will be held on Friday, July 24, 2020 at Adobe Creek Golf Course. Proceeds of the tournament will benefit both the Museums of Western Colorado and the Family Health West Foundation. More information on the benefit event can be found [here](#).

## Administration

- Tuesday, the City submitted our completed application to Department of Local Affairs (DOLA) to opt-in to receive CARES Act funding for unanticipated expenses related to COVID-19. We also continue to learn about all eligible expenses and restrictions related to this funding.
- Multiple grant reimbursement requests were completed this week for DOLA grants.
- The department has been focused on cross-training with the departure of our Accountant Billie Nix who will begin a new job in the valley next week. We will miss Billie but wish her well working with a partner agency of the City.

## Engineering

- All of the concrete is in on K.4 Road with paving planned for next week on the K.4 Road Street Improvement Projects.

## 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 (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

- Irrigation crews continue to be cleaning head gates at an increased frequency (as much as every 2 hours) due to moss in the canals. GVIC treated moss in the canals this week and will be cleaning sections next week, which is expected to reduce the strain on our maintenance staff.
- Road crews were on Pinon Mesa for a portion of this week repairing water leaks on the Enoch pipeline and ended up replacing over 200 feet of pipe.

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

- [County, cities come to agreement on CARES Act money.](#)
- [County pushes pause on Phase 3 plan.](#)
- [Job numbers increase, as does unemployment filings.](#)
- [Gatherings Pose Community COVID Risk.](#)
- [Colorado National Guard assists Family Health West COVID-19 testing.](#)
- [BLM unveils some of the leadership to be based out of Grand Junction.](#)
- [Protesters meet with Polis, demand racial reform.](#)
- [Mesa County real estate market rebounding.](#)
- [Partnership created to educate businesses on COVID-19.](#)
- [School District will cut \\$9 million to balance budget.](#)
- [Gardner touts conservation bill in Fruita visit.](#)
- [Violin Vigil for Elijah McClain and Jane Thompson in Grand Junction.](#)
- [Variance protection plan for local businesses.](#)
- [New Mesa County division to manage stormwater.](#)
- [Plunge parking at Shirttail Point moving forward.](#)
- [District 51 graduations begin Friday.](#)
- [Individual efforts key in slowing COVID-19 spread.](#)
- [App offers online shopping for farmers markets.](#)
- [Grand Junction's First Black History Museum.](#)
- [Meals and Wheels is still delivering in Western Colorado – but without the side of conversation.](#)
- [BLM awards contract for first phase of North Fruita Desert camping expansion.](#)

**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.
- **July 24, 2020** - Old Fossil Golf Classic at Adobe Creek Golf Course, 8:00 a.m.

- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

CC. Department Directors

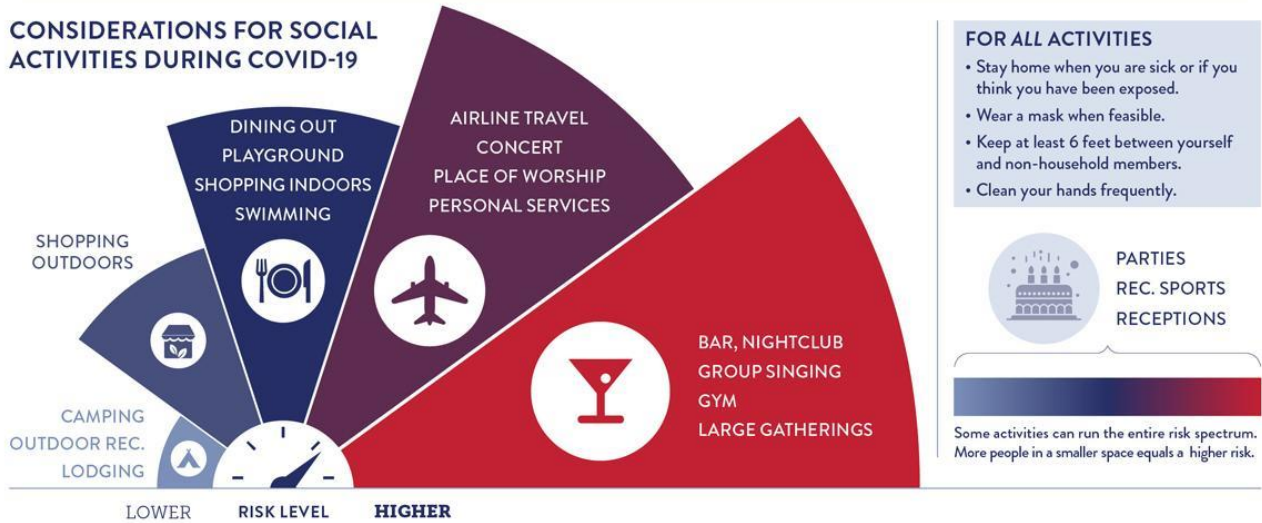
Do you have questions about anything in the Weekly Information Update? Please feel free to email us at [communications@fruita.org](mailto:communications@fruita.org).



# RISKS AND BENEFITS



## CONSIDERATIONS FOR SOCIAL ACTIVITIES DURING COVID-19





# 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!

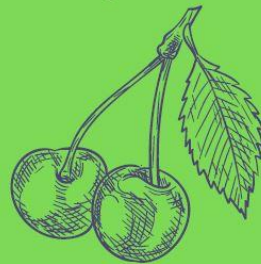
**LEARN MORE AT:**

[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.