



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 11, 2020
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We've got a full agenda for the meeting on Tuesday night. Our meeting will begin with a Proclamation declaring October as "Random Acts of Kindness Month" in Fruita. Following that, there are eight items on the consent agenda. There are no legislative hearings currently on the agenda, but six quasi-judicial hearing items regarding a liquor license application, several special events, and the outdoor seating areas. During my report, I will cover the draft 2020 2022 Action Items summary to get your feedback. We will conclude our meeting with rescheduling our workshop this month to the fifth Tuesday, where we will discuss the budget. As a reminder, this meeting will be virtual.

Be Well, Be Fruita

This week, we launched the Be Well, Be Fruita campaign. This campaign is an effort to continue upon the incredible progress that we have made as a community against COVID-19, to support and keep our businesses open, to assist our schools with safe, outdoor learning spaces, and to strive to keep our families, friends, and neighbors safe, now and in the future. More to come.



Honor the Past – Envision the Future FRUITA

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 Approved for Protect our Neighbors Phase.** On Tuesday, Mesa County Public Health (MCPH) received approval to enter the Protect our Neighbors phase of the state's reopening plan. This approval allows MCPH and the Mesa County Board of Health to draft and approve a local public health order which will continue the phased reopening of our community. Although this new phase has been approved, it has not been implemented locally. We will provide more information as it becomes available. More information on the Protect Our Neighbors phase can be found [here](#). Jeff Kuhr, Executive Director for MCPH, provided an overview of the phase during an interview, which can be found at this [link](#).
- **Outbreak Map Released.** The Colorado Department of Public Health and Environment ("CDPHE") launched an outbreak map on the COVID-19 website this week. This outbreak map displays the location of all confirmed outbreaks reported to CDPHE and is updated each Wednesday. If interested, the map and data can be found [here](#). As you can see, there has been a few outbreaks in Mesa County, but none reported in Fruita so far.
- **Free Community COVID-19 Testing.** As we reported last week, MCPH is now offering free COVID-19 testing without an appointment at the Mesa County Fairgrounds. The community sampling site is open from Tuesday through Saturday from 8:00 a.m. to 3:00 p.m. Pre-registration is recommended but not required, a link can be found [here](#). Testing turnaround times have improved to 2-3 days!
- **More Event Cancellations.** Last week, we reported that the Rim Rock Run has been cancelled, and this week, we were informed that the Co2Ut Race (the gravel race scheduled originally for early October) has been postponed as well. The race has been rescheduled to April 24, 2021. For more information can be found at the Desert Gravel website [here](#).
- **Coronavirus Relief Funds.** We continue to make headway on eligible expenses. The downtown spaces are in progress and we hope they will be complete next week to open the following week. We are working on a fun way to open them, ground rules and information to assist our local businesses with utilizing them. Tuesday night you have two resolutions to assist with these as well. One will enable the fenced area of the spaces to allow "to-go" alcohol per the state rules to be consumed within, without the businesses having to alter their liquor licenses. Outdoor classrooms are designed for each Fruita school and ordering of materials is beginning. We are evaluating needs at Fruita foodbanks.

Remembering 9/11/2001

Today and every day, we remember all of those that were lost on September 11, 2001. We want to thank all the brave first responders who risked their lives on that day and those that continue to keep us safe every day.



General Updates

- **Financial Update.** In July, almost all tax revenues were up when compared to the previous year. City sales tax was up 46.81% from the previous July (YTD is up 28.50%), use tax on motor vehicles was up 32% (-7% YTD), use tax on building materials was up 121% (YTD 16%), and County sales tax was up 8% (YTD 4% increase over 2019). Unfortunately, the lodging tax continues to be impacted by the COVID-19 pandemic but did show some improvements compared to previous months. July lodging tax was down 27 % compared to July 2019 (YTD is down 47.5%).
- **Pine Gulch Fire.** With all of the rain and precipitation that we received this week, the Pine Gulch Fire is nearly concluded, and operations are beginning to wind down. For the second straight week, there has been no growth (still at 139,007 acres) and crews have begun repair work throughout the fire area. The fire is 95% contained, and the number of personnel working on the fire has decreased significantly. This morning, the Bureau of Land Management (“BLM”) reported changes to the area closure order and public lands are now open. The closure area has been reduced and now only includes the fire area depicted on the map at this [link](#). A few highlights from the updated order are:
 - The North Fruita Desert (18 Road) campground and trails are open, including the Sarlaac Trail. Skywalker trail is closed.
 - The Edge Loop is open to the fire edge, but BLM recommends users turn around at the mouth of Lippan Wash.
 - County Road 256 east of Douglas Pass is open
 - Winter Flats Road (Mesa County V 2/10) is open.
 - The updated closure order can be found [here](#).
- **Fruita for Equality Event.** One last reminder, tomorrow at Civic Center Park, Fruita for Equality is hosting an open house discussion on the topics of equality, race, and prejudice in the

community. The event is at 4:30 p.m. tomorrow, and is hosted by Mesa County Libraries, the Fruita Rotary Club, and Lithic Bookstore. The flyer can be found below.

- **Online Variety Show.** The Cavalcade's Online Monthly Variety Show continues this Saturday at 7:30 p.m. The show will be hosted at both the [Cavalcade's Facebook page](#) and their website [here](#).
- **Red Baron Ball.** For the first time, the Family Health West Foundation is hosting the Red Barron Ball virtually. The annual event supports the pediatric programs at Family Health West. To reserve your virtual seat, you can visit this [link](#). The event is free to attend and you can watch it from anywhere.

Engineering

- There were 3 responses to the 2nd round of concrete replacements with Professional Pipeline Concrete, Inc with the lowest bid a \$10,680.
- The Active Circulation Plan submittals are under review with an anticipation of selecting a consultant next week.

Parks and Recreation

- Mesa County Public Health was officially awarded a GOCO Resilient Communities grant application to fund a trails maintenance crew starting this Fall. The City of Fruita provided \$5,000 of cash match for the project as a letter of support. The total project is \$190,000 and will fund the crew for the next several seasons and is a great start to getting many of our local trails maintained, especially after the heavy visitation we have had at the 18 Road and Kokopelli trails systems this year – apparently there is no better way to beat COVID that to recreate outside!
- Demo work is more or less complete with the indoor pool at the FCC – see attached pictures. The plan is still to start replastering next week and reopening the week after.



Planning & Development

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

Land Use Code Amendments:

- Vested Right Code Amendment
- Development Agreements Code Amendment

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) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Sycamore St ROW Vacation (Approved)
- Lithic Arts Building Site Design Review (Approved)

Public Works

- Jamie Richardson joined our sewer maintenance crew this week to fill the position that had been vacant since March, which will allow us to resume some of our preventative maintenance operations that have been on hold.

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

- [Rotary clubs donate to Family Health West.](#)
- [Mesa County real estate activity picks up.](#)
- [Aggressive mosquitoes found in Mesa County.](#)
- [Hottest August ever in Grand Junction.](#)
- [Spike in COVID cases won't halt variance application.](#)
- [Crash Causes Downed Power Lines, I-70 Closure.](#)
- [Smoke from western U.S. fires making its way into Grand Valley.](#)
- [From The Editor's Desk: 'You Can't Put This Genie Back in the Bottle'.](#)
- [Governor Polis credits Mesa County on its handling of COVID-19.](#)
- [Mesa County approved for variance, next phase of reopening.](#)
- [Mesa County jobless rate – and labor force – drop.](#)
- [Fruita PD and MCSO identify staff involved in Loma officer-involved shooting.](#)
- [Pine Gulch Fire nearing full containment.](#)
- [D51 meal program extended.](#)
- [Local fire, police agencies to remember 9/11.](#)
- [Western Slope VA holds suicide prevention training.](#)

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** - Fruita Farmer's Market will be every Saturday from 8:30 am – 12:00 pm at Reed Park during these dates.
- **September 12, 2020** – Fruita for Equality Start the Conversation Event – Civic Center Park at 4:30 p.m. Flyer is provided below.
- **September 12, 2020** – Cavalcade's Online Month Variety Show at 7:30 p.m. - virtually at www.cavalcadefruita.com
- **September 18, 2020** – Family Health West Foundation Red Baron Ball – Virtual at 6:00 p.m.
- **September 19, 2020** – Supper on the Southside at Kokopelli Plaza – 5:00 p.m. More info [here](#).
- **September 20-25, 2020** – Fruita Youth Action Council Scavenger Hunt in Downtown Fruita. Win prizes by finding FYAC stickers – flyer below.
- **October 3, 2020** – Fishing is Fun Day at Snooks Bottom, 8:00 a.m. to 10:00 a.m.
- **October 3, 2020** – Youth Scholarship Golf Tournament at Adobe Creek National Golf Course, 1:00 p.m. to 6:00 p.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.

FRUITA FOR =QUALITY

START THE CONVERSATION

4:30 P.M., SATURDAY, SEPTEMBER 12

FRUITA CIVIC CENTER PAVILION | 325 E ASPEN AVENUE, FRUITA CO

Join us for an open-house discussion on the topic of equality, race, and prejudice within our community. Listen to stories from your neighbors, share ideas about change, and get involved!

This event is for all ages.

FRUITA FOR EQUALITY MISSION STATEMENT:

Promoting and supporting equality, inclusivity, and diversity through meaningful conversations and action in our community.

LITHIC BOOKSTORE



& GALLERY



Mesa County
LIBRARIES

Rotary
FRUITA ROTARY



     visit mesacountylibraries.org



Fruita Youth Action Council's

SCAVENGER HUNT



FYAC STICKER


SEPT.

20-25

DOWNTOWN FRUITA

FRUITA SCHOOLS

The Fruita Youth Action Council's (FYAC) Scavenger Hunt is taking over Fruita! Members of the group have hidden FYAC stickers in businesses downtown and at Fruita Middle School, Fruita 8/9, and FMHS. Find a sticker and win a prize! Be sure to follow FYAC's Instagram and Facebook pages for details and some helpful clues!

 /FRUITAYOUTHINITIATIVE

 @FRUITA_YOUTH_ACTION_COUNCIL

 FRUITA.ORG/FYAC

QUESTIONS?

CONTACT BRITTANY KLINE, FYAC COORDINATOR,
AT BKLINE@FRUITA.ORG OR 970-858-0360 X 6407.



**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.