



# FRUITA COLORADO

## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPTEMBER 25, 2020  
Re: WEEKLY INFORMATION UPDATE



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### Tuesday's City Council Workshop

There is only one item on the agenda on Tuesday night, and that is an overview of the draft 2021 proposed budget (included in the posted Council packet.) A reminder, the meeting will be in person at the Fruita Civic Center in the Council Chambers at 6:30 pm.

### Both Outdoor Seating/Dining Areas Now Open

Only one COVID-19 update this week, and that is that both the N. Mulberry and the N. Peach Street outdoor dining and seating areas are open! Last week, we had a soft opening of the N. Peach Street area and that has gone very well. While we are still awaiting signage and other materials, N. Mulberry opened this afternoon. These spaces are free and open to the public, and we encourage guests to grab some take out from any of our local businesses and use these spaces. More information on this project (including FAQs) and others can be found at this link. Here a few photos from the N. Mulberry Space:



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



## General Updates

- **Pine Gulch Fire.** As of Wednesday, the Pine Gulch Fire is officially 100% contained! Thank you to all of the firefighters and personnel that made this happen.
- **Fruita Fall Weekend.** It is going to be a busy weekend in downtown Fruita! Tonight, the Fruita Chamber is hosting the Fruita's Brew Festival at Civic Center Park from 6:00 p.m. to 9:00 p.m. Tomorrow (Saturday), the Fruita Farmers Market continues at Reed Park, and really exciting, has been extended through the end of October. Fruita Fall Weekend will conclude with the Dinner Downtown event, which is tomorrow night at Civic Center Park. The events have been approved by the Mesa County Public Health Department by incorporating specific restrictions. More information on these events can be found at the Chamber's website [here](#).
- **Palisade Plunge Update.** On Thursday morning, Mayor Kincaid attended the "sneak peek" event on the Palisade Plunge. The Plunge is nearing completion and will be a great addition to the trail systems in the Grand Valley. We happy to support this project and excited for it to open. I was able to meet with the Outdoor Recreation Coalition and state officials to lead a discussion on regional tie-ins to the Plunge.
- **Fall City Link.** The Fall City Link design is being finalized and will most likely be sent out to residents and businesses next week.
- **Livability Commission.** The Livability Commission met on Thursday and heard an update on recycling from Waste Management, and continued discussion on current projects/ideas that the

commission is working on. Also, congrats to the Chair of the Livability Commission, John Rodwick, for being awarded the AARP 2020 Andrus Award for Community Service. Congrats!

- **Fworks.** Fruita's coworking space in Civic Center has demand and a waiting list for permanent desks. We are working with the Business Incubator Center to arrange add 7-8 more.

### **Engineering**

- The selection committee has reviewed all of the submission on the Active Circulation Plan and narrowed the consultant to two earlier in the week. Video interview were conducted and Fehr & Peers was selected to prepare the plan.

### **Marketing and Promotion**

- Staff is in the process of submitting a joint grant application with the Town of Palisade for the Colorado Tourism Office's Matching Marketing Grant program. This grant project is focused on two key parts, and that to promote the "book ends" of the valley through a paid advertising campaign, and to continue building our photo and video library next year. We should know about the status of the grant in the middle of November.
- On Thursday, the Fruita Tourism Advisory Council met to review the proposed Marketing and Promotion budget for next year and to review special event funding applications. After reviewing the applications, the FTAC recommended that the Fruita Farmers Market and the Rim Rock Rodeo be funded next year. For all other events that were funded this year and cancelled, it is recommended that those funds be carried over into next year.

### **Parks and Recreation**

- The indoor pool is replastered and full of water ready to re-open. We are just waiting on the new play feature that will go in the shallow kids area. The hope is it will arrive on Friday and gets installed on Saturday. We don't want to re-open the pool, close it for the installation and re-open again. As soon as the play feature is install the indoor pool will be re-opened to the community.
- Dog Daze will be this Sunday at the Fruita Community Center outdoor pool from 5:00 p.m. to 7:00 p.m.! Donations will be accepted for Roice-Hurst Human Society and Arrow Veterinary Hospital. Since it is in the outdoor pool, we are asking that guests enter through the north gate. Looking forward to seeing the pups!
- Next Saturday, October 3 is going to be busy in Fruita once again. Starting in the morning at Snooks Bottom, Fruita Parks and Recreation is hosting its annual fishing derby. There are already over 100 youth registered for the event. Later that afternoon, the Youth Scholarship Golf Tournament is scheduled to start at 1:00 pm. We are still taking registrations for golf players and team – see flyer attached below. Also occurring is the Cruise and Booze car show hosted by a local radio station at Reed Park – Farmers Market is taking a week off for the Car show and will resume the following week on October 10<sup>th</sup>.
- Halloween is still happening in Fruita – it just looks a little different. The annual Truck-n-Treat event has been moved the City Shops facility (900 Kiefer Avenue) and will be a Drive-Thru event. Many of the same trucks, cranes and crazy vehicles will be on hand for people to look at while still getting candy and treats. People must register for a time slot to drive through - see the attached flyer.

## 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

- The conduit repair project at the I-70 lift station continued this week. The cracked conduits that were under the generator have been excavated and repaired. This was an 8-foot deep hole in unstable soils (reason for settling that caused damage) and we are optimistic that the repairs are progressing so that no further damage occurs.



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

- [Liberty Cap trail work closes parts of Colorado National Monument.](#)
- [Fruita Fall Weekend a local substitute for Fruita Fall Festival.](#)
- [More Days at the Fruita Farmers Market.](#)
- [Moon Farm hosts adoption event.](#)
- [Local Man Wins the 2020 Andrus Award for Community Service.](#)
- [Local stores use vegetable gardens to help feed the community.](#)
- [House candidates debate everything from water to wolves.](#)
- [Fruita Fall Weekend.](#)
- [Mesa County jobless rate declines.](#)
- [New outdoor seating areas open in Fruita.](#)
- [Trick or Treat?](#)
- [Fall colors around the Western Slope.](#)
- [Mesa County enters final reopening phase.](#)
- [Pine Gulch Fire reaches 100% containment.](#)
- [Rotary Club contributions buy equipment for Fruita hospital.](#)
- [CHSAA unveils new leagues, schedules for fall football.](#)
- [Palisade Plunge nearing completion, riders taken on 'sneak peek' run.](#)
- [Leaf peeping safety.](#)
- [Quick Picks: Fruita Fall Weekend.](#)

**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 – Oct. 31** - Fruita Farmer's Market will be every Saturday from 8:30 am – 12:00 pm at Reed Park during these dates.
- **September 20-25, 2020** – Fruita Youth Action Council Scavenger Hunt in Downtown Fruita. Win prizes by finding FYAC stickers – flyer below.
- **September 25, 2020** – Fruita Brew Festival, hosted by the Fruita Chamber – Civic Center Park from 6:00 p.m. to 9:00 p.m.
- **September 26, 2020** – Dinner Downtown, hosted by Fruita – Civic Center Park from 5:00 p.m. to 6:00 p.m.
- **September 27, 2020** – Dog Daze at the Fruita Community Center, 5:00 p.m. to 7:00 p.m.
- **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.
- **October 30, 2020** – Trick or Treat Street, Downtown and Southside Fruita, 3:00 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](mailto:communications@fruita.org)

FRUITA PARKS AND RECREATION PRESENTS

# YOUTH SCHOLARSHIP GOLF TOURNAMENT



**SATURDAY, OCTOBER 3**  
ADOBE CREEK GOLF COURSE  
SHOTGUN START @ 1 PM

**COMPLIMENTARY DINNER • CONTESTS • PRIZE DRAWINGS**

REGISTER TO PLAY AT **FRUITA.ORG/PARKSREC**  
OR BY CALLING **970.858.0360**  
INDIVIDUAL \$75 || FOURSOME \$300

SPONSORSHIP OPPORTUNITIES AVAILABLE



RECREATION@FRUITA.ORG • 970.858.0360 • FRUITA.ORG/PARKSREC



**FRUITA**  
COLORADO  
PARKS & RECREATION



*Drive-Thru*

# TRUCK N' TREAT

**REGISTRATION  
REQUIRED**

**OCTOBER 24**

**9 a.m. to noon**

**CITY SHOPS • 900 KEIFER AVE, FRUITA**

Register for a timeslot using these codes:

9 AM 341901-1A

9:30 AM 341901-1B

10 AM 341901-1C

10:30 AM 341901-1D

11 AM 341901-1E

11:30 AM 341901-1F

**CALL 970.858.0360 OR VISIT [RECREATION.FRUITA.ORG](http://RECREATION.FRUITA.ORG) TO REGISTER!**



**FOR YOUR SAFETY AND THE SAFETY OF STAFF & VOLUNTEERS:  
Remain in your vehicle at all times. Make sure everyone in the vehicle is feeling well  
at the time of the drive-thru.**



**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.