



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 4, 2020
Re: WEEKLY INFORMATION UPDATE



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City Offices will be closed on Monday, September 7, 2020 in observance of Labor Day.

Trash and recycling services will be delayed one day. We hope that you have a great holiday weekend!

Tuesday's Joint City Council/Planning Commission Meeting

Tuesday's joint meeting with the Planning Commission will be held virtually. On the agenda is a discussion on short-term rentals and we will be joined by George Ruther, the Housing Director for the Town of Vail.

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.

- **Outdoor Seating Spaces.** Construction began this week on the two outdoor seating spaces being created at N. Peach Street and N. Mullberry Street (from Aspen Avenue to the alley) in downtown Fruita. All of the steel work for the string lights is installed and ready for electrical early next week. The furnishings and tent structures are in the process of being set up and installed. We are working towards creating public consumption areas within the two spaces. More to come on that in the next week.
- **Free Community Drive-Up Testing.** Mesa County Public Health now offers 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](#).
- **Labor Day Weekend.** Although we have made progress as a state to stop the spread of COVID-19, it is important this holiday weekend to remember that we can all do our part to continue this progress. We continue to encourage people to stay at home and get tested if they are not feeling well, to avoid risky activities that could lead to exposure to the virus, to maintain social distancing of six feet, and to wear a mask when around others.

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

- **Additional Event Cancellation.** This week, we were informed that the Rim Rock Run, the half marathon/marathon race which normally takes place in early November and ends at Circle Park, has been cancelled. More information can be found at their website [here](#).

General Updates

- **Pine Gulch Fire Update.** Happy to report that there was little growth in the Pine Gulch Fire this week. As of Friday morning, the fire is at 139,007 acres (an increase of only one acre this week) and is 87% contained. Great work all the firefighters and personnel working on this fire! Small areas of heat still exist in the northwest side of the fire, and crews have begun working on assessing and repairing damage throughout the fire perimeter and interior. As always, more information can be found at the Pine Gulch Fire Facebook page [here](#) or at the Mesa County Sherriff's Office website at this [link](#).
- **GJEP Industry Survey.** In July, the Grand Junction Economic Partnership partnered with Colorado Mesa University on a valley-wide survey to assess the economic impact of the COVID-19 pandemic on the business community. There were 276 responses to the survey, and the results can be found [here](#). Here are a few highlights from the survey:
 - 55-60% of Mesa County businesses report less than 25% loss due to the pandemic.
 - 13-15% report more than 75% loss – primarily food service and recreation businesses.
 - Access to internet/technology has not been a problem for local businesses to conduct online sales or remote work.
 - Regulatory relief was listed as the #1 way to help local business and 68% reported apply for and receiving the Payroll Protection Program (PPP)
 - Based upon the results, the report is forecasting only a 3% total job loss for Mesa County by the end of 2021.
- **Fruita for Equality Event.** Next week, Fruita for Equality is hosting an open house discussion on the topics of equality, race, and prejudice in the community. This event is hosted by Mesa County Libraries, Lithic Bookstore, and the Fruita Rotary Club, and will be at 4:30 p.m. on Saturday, September 12, 2020 at the Civic Center Park. The flyer can be found below.
- **Arts and Culture Board Update.** The Fruita Arts and Culture Board has set up a Facebook page for Fruita Sunday Potlucks. If you are interested in participating, the page can be found [here](#).
- **Supper on the Southside.** On September 19, 2020, the Fruita Chamber of Commerce is hosting the "Supper on the Southside Event," at the Kokopelli Plaza. Kokopelli Drive will be closed for live music and dining from the southside businesses. For more information and to RSVP, you can visit their website [here](#).
- Congratulations to Public Works Director Ken Haley for finishing up his Master of Public Administration degree, and Fleet Manager Dave Wolfe for completing his Associates of Business Administration. Congrats!

Administration

- The City of Fruita is looking for citizen volunteers interested in serving on Boards and Commissions. Provided below is a list of vacancies on Boards and Commissions that will be created through expiration of terms of current members for the 4th quarter of 2020. Interested parties may apply to the City Clerk's office. The application for Boards and Commissions is available at our website at this [link](#).

Marketing and Promotion

- The application for Tourism and Special Event Funding for next year is now available. In the past, this funding has helped events such as the Fruita Fat Tire Festival, Rim Rock Rodeo, Fruita Farmers Market, etc. The deadline to submit the application is on Monday, September 21, 2020. More information on the program and the application can be found [here](#).
- Just in time for Labor Day weekend, the newest issue of the GoFruita newsletter is now available online [here](#). Included in this newsletter is a few of the storytelling videos that we are working on, one on Rim Rock Adventures and the other on the Wake Chicks at the Imondi Wake Zone.

Parks and Recreation

- Demo work continues on the indoor pool – it's a slow, tedious process of chipping away the old plaster. More demo work will continue next week, and the tentative plan is to plaster the pool the week of 9/14 and re-open it on 9/21
- Parks and Recreation distributed its first e-newsletter on Wednesday. We plan to create and distribute the Parks and Recreation E—News every two weeks to provide our patrons current and up to date information on programs, activities, and facility news. With this changing COVID environment, we feel we will be able to better communicate with our community in this manner. You can view the first newsletter at this [link](#) and view future newsletters at our website [here](#).
- The latest numbers are in for the FCC. We had a 40% visitation rate compared to last August 2019 and this has climbed over the past several months. As for pass revenue, the same can be said as we collected 51% of pass revenues compared to August of 2019. While we would love to be normal, we are pleased that our visitation numbers are climbing in this COVID climate.

Fruita Community Center - Total Visits by Year													
Month	2011 Monthly Visits	2012 Monthly Visits	2013 Monthly Visits	2014 Monthly Visits	2015 Monthly Visits	2016 Monthly Visits	2017 Monthly Visits	2018 Monthly Visits	2019 Monthly Visits	2020 Monthly Visits	Average Daily Visits	Visits over / under	Percentage over / under 2019
January		16707	16972	17020	16338	17550	17262	16199	17683	18387	612.90	704	103.98%
February	18555	15208	15195	15363	14355	15011	15838	13923	16068	16462	567.66	394	102.45%
March	20244	16071	15414	16095	15093	16083	16544	16223	18249	6887	222.16	-11362	37.74%
April	14292	11837	12146	13130	12637	13537	12875	12866	13604	0	0.00	-13604	0.00%
May	13394	13584	14362	14565	14677	15483	16402	16050	14873	329	10.61	-14544	2.21%
June	20641	21506	20252	20249	20746	21929	23910	21135	20849	5760	192.00	-15089	27.63%
July	19488	19897	20890	20847	18258	20757	21316	21396	21015	8049	259.65	-12966	38.30%
August	17860	12674	11339	10731	13463	15390	16219	16782	16254	6553	211.39	-9701	40.32%
September	7176	9215	10039	9768	8304	8103	9435	8276	9032		0.00		
October	9384	9137	9613	9801	10614	10685	10606	11591	11709		0.00		
November	11170	10684	11404	11278	11240	12057	11971	12310	12477		0.00		
December	12482	10433	11673	11649	12348	14381	11632	13034	13101		0.00		
Total	164686	166948	169299	170496	168073	180966	184010	179785	184914	62427	523.84	-76168	33.76%

Fruita Community Center - Revenue Analysis															
Pass Revenue	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	Jan-Apr	Amt Over
2013	\$83,841	\$89,190	\$70,317	\$64,318	\$78,837	\$82,847	\$87,458	\$88,404	\$98,879	\$53,025	\$55,603	\$62,982	\$831,278	\$803,009	
2014	\$78,630	\$70,078	\$89,859	\$67,235	\$74,027	\$95,444	\$90,547	\$99,192	\$53,039	\$58,674	\$58,411	\$60,283	\$833,420	\$803,013	\$4
2015	\$77,989	\$88,338	\$70,429	\$67,945	\$78,884	\$98,988	\$82,043	\$85,182	\$50,805	\$59,480	\$57,548	\$61,817	\$835,388	\$805,739	\$2,726
2016	\$79,502	\$71,358	\$89,783	\$84,043	\$77,034	\$98,235	\$84,758	\$72,115	\$49,405	\$54,832	\$62,171	\$68,307	\$849,538	\$816,824	\$11,085
2017	\$82,022	\$70,498	\$71,594	\$69,583	\$77,186	\$110,097	\$89,368	\$74,732	\$53,962	\$55,814	\$66,424	\$65,984	\$908,220	\$845,056	\$28,232
2018	\$85,223	\$72,784	\$81,485	\$70,979	\$89,009	\$113,603	\$104,501	\$84,275	\$58,800	\$68,482	\$67,149	\$74,895	\$988,988	\$701,840	\$58,785
2019	\$92,556	\$75,442	\$89,852	\$72,205	\$78,093	\$117,118	\$101,598	\$80,888	\$60,379	\$64,112	\$75,479	\$68,256	\$972,957	\$704,731	\$2,891
2020	\$88,488	\$83,651	\$24,893	\$8,877	\$5,817	\$40,345	\$48,708	\$41,598					\$341,974	\$341,974	-\$382,758
Percentage +/- frc	95.80%	110.88%	27.48%	12.29%	7.48%	34.45%	47.94%	51.44%						48.53%	

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)

Police Department

- The 21st Judicial District Critical Incident Response Team (CIRT) is investigating an officer involved shooting that occurred in Loma on August 29th, involving Fruita police officers and MCSO deputies.

Public Works

- 307,500 linear feet of paint was applied to city streets this week as part of the annual street striping contract, which provides for improved safety and helps give a fresh appearance.
- The Colorado Department of Health & Environment issued a new wastewater discharge permit to the City of Fruita this week following a lengthy renewal process. The biggest changes in the new permit are the addition of new testing and monitoring requirements for wastewater treatment. The new permit includes compliance schedules for some of the new requirements that cannot be implemented immediately and will require further evaluation, but most all requirements will need to comply by the effective date of the permit on October 1, 2020. This permit will be effective for 5-years.

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

- [Rim Rock Run marathon cancelled.](#)
- [Labor Day: The 3rd Deadliest Holiday for Drivers.](#)
- [The recreation economy isn't as resilient as we thought.](#)
- [Fall open burning permits suspended.](#)
- [School district discusses need for reassigning teachers to online learning.](#)
- [Grand Valley Task Force addresses systemic bias.](#)
- [Grand Valley Bike Month Selfie Contest is Underway.](#)
- [Attempted armed auto theft in Fruita.](#)
- [Energize Colorado Gap Fund.](#)
- [New Changes for COVID-19 Testing in Mesa County.](#)

- [How Mesa County Residents Can Set up Phone for Emergency Alerts.](#)
- [County close on next variance level.](#)
- [Go back to school with New Dimensions' lifelong learning classes.](#)

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 19, 2020** – Supper on the Southside at Kokopelli Plaza – 5:00 p.m. More info [here](#).
- **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



Boards and Commissions Vacancies September 1, 2020 through December 31, 2020

The City of Fruita is looking for citizen volunteers residing within Fruita city limits who are interested in serving on the following Boards and Commissions. Please contact the City Clerk's Office at 858-3663 for additional information concerning *meeting dates and times and responsibilities for each Board and/or Commission or to obtain an application. Applications may be picked up at the Fruita Civic Center or downloaded from www.fruita.org and should be submitted to the City of Fruita, 325 E. Aspen, Fruita, CO 81521, Attn: Deputy City Clerk Deb Woods.

***2020 Update:** Please be advised that some meetings may be held virtually through Zoom in order to promote social distancing during the 2020 Coronavirus Pandemic. As such, it may be necessary for board members to have the technology to participate in virtual meetings.

Board of Adjustments *(two vacancies: two regular member vacancies for a three-year terms)*

- Hears appeals from any order, decision, requirements or interpretation made by the City Planner, hears applications on variances. Meets on an "as needed" basis at the Fruita Civic Center.

Historic Preservation *(one vacancy: one regular member vacancy for a three-year term)*

- Makes recommendations for the rehabilitation, modification or addition to historic properties and finds properties eligible for placement on the State of Colorado Register of Historic Places. Meets on the first Monday of the month at 11:00 am at the Fruita Civic Center.

Planning Commission *(one vacancy: one regular member vacancy for a three-year term)*

- Recommends plans, goals and objectives related to the growth, development and redevelopment of the City and surrounding areas. Develops and recommends policies, ordinances, administrative procedures and other means for carrying out Land Use. Meets on the second Tuesday of the month at 7:00 pm at the Fruita Civic Center.

Tourism Advisory Board *(one vacancy: one regular member vacancy for a three-year term)*

- Advises and recommends budget and expenditures of lodging tax funds. Meets on the fourth Thursday of the month at 11:00 am at the Fruita Civic Center.

Police Commission *(one vacancy: one regular member vacancy for a three-year term)*

- Recommends policies, standards, procedures and limitation for the Police Department to the Council. Meets quarterly on the third Wednesday of the month at 6:00 pm at the Police

Services Building at 157 S. Mesa Street.

Downtown Advisory Board *(two vacancies: two regular member vacancies for three-year terms)*

- To bring the resources of the downtown community together to maintain, enhance and promote the downtown as the social and cultural center of the City of Fruita. The board will address issues such as parking, lighting, landscaping, diversity of retail opportunities, pedestrian needs, design standards, zoning, vehicle circulation, facilities such as arts and incubator centers, critical infrastructure, and organizational/ implementation needs. Meets on the second Wednesday of the month at 6:00 pm at the Fruita Civic Center.

Livability Commission *(twelve vacancies: one student vacancy for a one-year term and eleven regular member vacancies for three-year terms each)*

- Supports healthy aging and improving the quality of life, economic health and lifestyle of the Fruita Community. Meets on the third Thursday of the month at 4:00 pm at the Fruita Civic Center.



**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.