



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 23, 2020
Re: WEEKLY INFORMATION UPDATE



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Tuesday's City Council Workshop

There are three items on the workshop agenda for this Tuesday night, the first is a discussion on the process for proclamations. We will then provide an overview of a few outstanding budget items, and then we will conclude with a brief run-through of a few technology changes in the City Council Chambers.

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.

- **Cases Continue to Increase in Mesa County.** As of Oct. 21, Mesa County Public Health reported 327 new cases in the most recent 14 days. The 2-week % positive was 3.45%. Of the 1,110 total positives, 812 were fully recovered, 9 currently hospitalized and sadly 6 deaths. As always, you may follow up to date tracking [here](#).
- **State Metrics that Impact Mesa County.** As we previously included in this update, a little over a month ago, the Colorado Department of Public Health & Environment (CDPHE) released a [dial](#) for Counties to be able to track the metrics used to determine which level of the state's response that County is (or should be in). Our dial for Mesa County can be found at this [link](#). As you know, the three main metrics that the state is using is the two-week cumulative incidence rate, the two-week average positive percentage, and the number of days of declining or new hospital admissions. The County is still in a probationary period for our current phase, which could change if trends do not improve.
- **State to Launch CO Exposure Notification Technology.** On Sunday October 25, The Colorado Department of Public Health and Environment (CDPHE) will launch its statewide COVID-19 exposure notification system, previously announced by Governor Jared Polis in partnership with Google and Apple. On Sunday, Coloradans will receive a notice on their Android and Apple phones with instructions about how to opt-in. CO Exposure Notifications is a free and voluntary service that will be available to Android and Apple iPhone users across Colorado. The technology anonymously alerts participants who have been in proximity to someone with COVID-19 long enough to risk an infection. When users enable the service, their smartphones will share anonymous tokens with other users through the phones' Bluetooth technology. If another user tests positive for COVID-19 within a 14-day

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

period and chooses to upload their results, users at risk of infection will receive an alert of potential exposure. Tokens are not associated with any phone number, name, location or IP address and they change every 15 minutes to add an extra layer of anonymity. Learn more about CO Exposure Notifications at addyourphone.com. For additional resources on COVID-19, visit covid19.colorado.gov

- **Information on Halloween.** Even though Halloween is going to look a bit different in Fruita this year, we are still excited to host the Drive-Thru Truck N Treat this Saturday at the Fruita City Shops. Registration was required for this event, so if you were able to register, we look forward to seeing you on Saturday. Also, the Colorado Department of Health and Environment released guidance on Halloween for this year. You can find that information [here](#).
- **Free Signage for Local Businesses.** One last reminder, last week, we received Be Well, Be Fruita window decals and posters for businesses in Fruita. Examples of the signage can be found [here](#). If you are a local business and are interested in these free materials, you can click [here](#).
- **CDPHE Releases Guidance on Ski Areas.** This week, the CDPHE released guidance for Colorado ski areas and resorts as we approach winter. If interested, that guidance can be found here. Information for skiers and visitors can be found near the bottom of the [page](#).

General Updates

- **Revitalizing Mainstreet Grant Award!** The City was awarded a Revitalizing Mainstreet grant through CDOT for wayfinding and safety signage within the city. The cost of the project is \$55,000 with construction beginning later in the year.
- **McInnis Canyon NCA 20-Year Celebration.** One more reminder, this Saturday, the Bureau of Land Management will be hosting the McInnis Canyons National Conservation Area 20-Year Anniversary celebration at Devils Canyon Trailhead. The event will start at 1:00 p.m., and I will be a speaker as well as many of our other partners and partner agencies.
- **Fruita Featured in Matador Network.** Great article on Fruita and other non-resort towns in Colorado in Matador Network this month – read it here: [Beyond the resorts, Colorado's lesser-known mountain towns are the next big destinations.](#)
- **Mesa County Carnival Cancelled.** After opening last Thursday, we have been informed that the Mesa County Carnival at the Fairgrounds has been cancelled due to the increase in COVID-19 cases. More information can be found here.
- **October Variety Show.** In case you missed it last Saturday, the Cavalcade's October Variety show can be found at this [link](#).
- **Chamber's Trick or Treat Street.** The Civic Center plans to participate in this event Friday, Oct. 30, but following the health Department rules which means we will have someone outside in Civic Center Park to hand out candy.

Engineering

- Concrete Grinding for 2020 in sidewalks that have slight joint offsets will begin within the month. Areas of concentration this year include the southeast side of downtown (Maple to Pine and south of Aspen to Highway 6). If additional funds are available after this area has been complete, areas in south Fruita will be identified.

Human Resources

- We had 14 people donate blood on Tuesday at the Fruita Civic Center. Thanks for helping save lives!

Marketing and Promotion

- The Fruita Tourism Advisory Council (“FTAC”) held their last meeting of the year on Thursday. The group discussed the 2021 Marketing and Promotion budget and heard a report from Slate Communications on third quarter marketing efforts. If you are interested in viewing this report, please feel free to let me know.

Parks and Recreation

- This Saturday is the annual Truck-n-Treat event; however, instead of hosting it downtown we will be hosting the event at the Fruita City Shops in a Drive-Thru format. We are happy that we can provide our community with the opportunity to trick or treat from the own vehicle while still seeing all the cool trucks. Please note the participants should register for a time slot to drive thru, in order to prevent a back-up and congestion on the streets around the City Shops Facility. See the flyer below for more information
- Proposals for the Cultural Survey work in the North Fruita Desert was received and reviewed this week by staff and our partners (BLM, COPMOBA, MCPH). The costs came in slightly higher than expected and we are working with our partners to make up the difference and still proceed with the project.
- Bids for landscaping the roundabout were also received this week and they came in substantially higher than expected. Staff will be reviewing the bids in further depth and will determine a path forward with this project in the coming week.

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 (Approved)
- Development Agreements Code Amendment (Approved)

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

- Colder weather is coming! In preparation, this week crews shut down the irrigation distribution system, fleet worked on installing snowplows on equipment, and crews have been working to winterize swamp coolers and other equipment.
- Road crews completed another week of steady crack sealing on city streets and crews are hopeful that there will be a few more nice weather days before the end of the year to complete the additional crack sealing operations planned.

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

- [Beyond the resorts, Colorado's lesser-known mountain towns are the next big destinations.](#)
- [Local governments see FML payments cut in half.](#)
- [Fruita, Palisade see benefits to outdoor seating for businesses, customers.](#)
- [Western Slope runners do well at state cross country.](#)
- [Impromptu gatherings leading to outbreaks, case spikes in Mesa County.](#)
- [Clerk's office opens first voting centers.](#)
- [District 51 middle schoolers compete in solar car competition.](#)
- [Polis: Mesa County seeing first real COVID wave.](#)
- [Mesa County Fall Carnival canceled the rest of the week.](#)
- [Mesa County jobless rate retreats.](#)
- [Less than 2 weeks out: How to Vote in Colorado.](#)
- [Active COVID-19 outbreaks at Colorado social gatherings, restaurants, schools and more.](#)
- [COVID-19 upticks prompts talk of D51 readiness.](#)
- [Get Ready Grand Jct – Five Nights of Freezing Temps on the Way.](#)
- [Telluride Converting Gondola Cars into Dining Cabins for the Winter.](#)
- [Telluride is converting gondola cars into dining cabins.](#)

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.):*

- **Oct. 10 – Oct. 31** - Fruita Fall Farmer's Market will be each Saturday beginning Oct. 10 from 9:00 am – 12:30 pm at Reed Park during these dates.
- **October 24, 2020** – McInnis Canyon National Conservation Area 20-Year Celebration, Devils Canyon Trailhead – 1:00 p.m.
- **October 24, 2020** – Drive-Thru Truck N' Treat, 9:00 a.m. to 12:00 p.m. Fruita City Shops (900 Kiefer Avenue, Fruita Co)
- **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

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	10:30 AM	341901-1D
9:30 AM	341901-1B	11 AM	341901-1E
10 AM	341901-1C	11:30 AM	341901-1F

CALL 970.858.0360 OR VISIT 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**
Working Together for a Healthy Community

AVAILABLE NOW!

Mesa County Fairgrounds | 2785 US Highway 50

COVID-19 TESTING

8 a.m. to 3 p.m. | Tuesday - Saturday



TESTING IS
FREE

Testing is open to anyone
regardless of where you live,
especially if you have symptoms.



PRE-REGISTRATION

Scan this image with your phone:



**MAKO
MEDICAL**

*Thank you for letting
us serve you.*

Simple. Fast.

Get results within four days.
Save time by pre-registering

NO health insurance required **NO** cost. It's **FREE!**
NO doctor referral required **NO** appointment needed

More information at health.mesacounty.us/covid19



**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.