



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 15, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

The meeting will begin with proclaiming January as "Crime Stoppers Month" in the City of Fruita. Afterwards, there are five items on the consent agenda and no public hearing items scheduled. We will conclude the meeting with a presentation on the Land Use Code update, before going into Executive Session for the City Manager formal review. The meeting will be held virtually.

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.

- **Small Business Relief Program Now Available.** Applications for the Small Business Relief Program for Mesa County are now available and will be accepted until Thursday, February 4, 2021. All businesses that meet the eligibility criteria will be awarded a grant. This program is funded through Senate Bill 20B-001 and provides a grant to specific businesses that have impacted by the COVID-19 pandemic. We encourage all eligible businesses to apply quickly! For more information, including the application, eligibility requirements, and other details, you can visit Mesa County's website [here](#).
- **2021 Paycheck Protection Program.** Applications are now being accepted again for the Payroll Protection Program for businesses that have impacted by the pandemic. In the recent COVID-19 Relief Package, the United States Congress approved \$284 million in additional funding for the program. More information on the 2021 PPP program can be found at this [link](#).

Boards and Commission Vacancies

Interested in becoming more involved in the City? We are currently advertising to fill vacancies on several Boards and Commissions. There are open positions on the Board of Adjustments, the Historic Preservation Board, Tourism Advisory Board, the Police Commission, the Downtown Advisory Board, and the Livability Commission. Boards and Commissions serve an important role in the City as they recommend policy to staff and the City Council. To find out more about each Board and Commission and to find an application, you can visit our website [here](#).

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

Citizen Request Portal (continued)

This week, we launched the Citizen Request portal on our website. The portal provides members of the community and guests a way to directly submit and track concerns throughout Fruita. Users can submit requests for non-emergency issues like potholes, graffiti, street sweeping needs, and more. The portal is integrated with the work order software that is already being used by City maintenance staff. The portal is available now [here](#). Questions regarding the portal can be submitted [here](#).

General Updates

- **Financial Update.** In November last year, City sales tax remained strong and were up 16% from the previous year, bringing the year-to-date total to an increase of 24%. Use tax on motor vehicles (up 171% in Nov. 2020, 41% YTD), County sales tax (up 4% in Nov. 2020, 5% YTD), and Public Safety tax (up 3% YTD) were all up in November when compared to the previous. Also, good to see, the lodging tax rebounded in November and was up 16% from the previous year. Finally, use tax on motor vehicles was down in November and trending slightly lower than last year.
- **2021 Community Survey Update.** The week, we published a Requests for Proposals for the 2021 Community Survey. We will be receiving proposals until February 12, 2021 and hope that the survey will be administered and completed by the start of budget planning. If interested in viewing, the RFP for the Community Survey can be found on our website [here](#).
- **Mobile Mesa County Newsletter.** The newest edition of the Mobile Mesa County newsletter is now available can be found [here](#). The newsletter includes articles on 2021 changes, active transportation, wayfinding projects, and more.

Engineering

- The Highway 340 Roundabouts project is scheduled to start in the middle of February with an estimated completion of April 2021.
- We are hosting the pre-bid meeting next week for the Ash Street Sewer Replacement project, with a bid opening scheduled for next Friday at 1:30 p.m.
- The Maple Street Sewer Project plans/construction drawings will be available to bidders next week with a scheduled bid opening on February 5, 2021.
- The Pine Street Bridge Design/Build Requests for Proposals is also now available on our website [here](#). The RFP is due February 18, 2021.

Parks and Recreation

- The Fruita Community Center submitted plans and received approval to re-open the spa / hot tub at the Fruita Community Center. Patrons can now use sign-up genius to reserve a spot in the spa.
- The main circulation pump for the indoor pool was pulled, taken off-site and repaired and reinstalled in less than three days. The pool was re-opened this past Wednesday evening. Thanks to staff for coordinating this efficient repair.

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)
- [Zoning and Density Bonus Code Amendments](#). These Code Amendments are currently out for public comment and will be more formally noticed once public hearing dates are set.
- Short Term Rental Code Amendments can be found as this [page](#).
- [Parking Standards](#)
- Landscaping/ Irrigation Design Standards: The Fruita Planning Team has asked Design Workshop to work with their staff Landscape Architects to provide the City suggestions for a more sustainable approach to irrigation usage within residential and commercial development proposals.
- Design Standards: The links to the Code Amendments can be found at this [page](#).

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) (Completed and Open)
- 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)
- Skalla Annexation, Zoning, and Minor Subdivision (Under Review)
- Grand Valley Estates 3, Zoning and Annexation
- Sunshine Short-Term Rental (Approved)

Public Works

- After launching this week, Public Works has already received requests through the Citizen Requests Portal, which were quickly completed.
- Congratulations to Jeff Brondum for passing his Wastewater Operator C test this week! Also, congrats to Armando Romero for passing his Collections 1 test! Both Armando and Torrie Tucker are signed up for CDL Driving School at the beginning of February.

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

- [City of Fruita approves development of new RV Park.](#)
- [Pothole Portal: Fruita launches new information system.](#)
- [Mesa County real estate “roller coaster” climbs to new heights.](#)

- [Mesa County sees big day for positive COVID-19 cases.](#)
- [Grand Junction Police Department warns against puffing your vehicles.](#)
- [Mesa County vaccine roll out gets more players involved.](#)
- [Mesa County surpasses 10K COVID-19 cases.](#)
- [School District weighs options to address crowded classrooms.](#)
- [Mesa County's COVID-19 vaccination plan underway with more phases to begin soon.](#)
- [Rowland, Davis to be sworn into office.](#)
- [Applications for PPP programs are being accepted now.](#)
- [4 COVID-19 deaths reported Tuesday.](#)
- [Rowland, Davis take oaths of office as commissioners.](#)
- [Singletrack Trails Hires New General Manager.](#)
- [Legislature convenes 2021 Session, but not for long.](#)
- [Mesa County's Small Business Relief Program is Underway.](#)
- [Vaccine rollout continues as Mesa County COVID-19 cases tick up.](#)
- [Organizers roll out local events to celebrate Martin Luther King Jr. Day.](#)
- [Fruita Community Center reopens hot tub with new restrictions.](#)

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.):*

- **February 7-14, 2021** – Virtual Sweetheart 5K/10K Run.
- *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

LEVEL ORANGE: HIGH RISK



GUIDELINES AND RESTRICTIONS



P-12 Schools

In-person suggested
Counties are encouraged to prioritize in-person learning by suspending other extracurricular and recreational activities in order to preserve effective cohorting and minimize disruptions to in person learning



Group Sports & Camps

Virtual, or outdoors in groups less than 10



Higher Education

In-person, hybrid, or remote as appropriate



Critical & Non Critical Retail

50% with increased curbside pick up, and delivery. Dedicated senior and at-risk hours encouraged.



Restaurants

INDOORS: 25% capacity or 50 people †
OUTDOORS: 6ft between parties outdoors, per local zoning



Personal Services

25% capacity or 25 people †



Offices

25% capacity, remote work is strongly encouraged



Indoor Events & Entertainment

UNSEATED: 25% capacity or 50 person capacity (with calculator) †
SEATED: 25% capacity or 50 people †



Bars

Closed



Outdoor Events & Entertainment

UNSEATED: 25% capacity or 75 people
SEATED: 25% capacity or 75 people †



Gyms/Fitness

25% capacity, 25 people indoors †, or outdoors in groups less than 10



Outdoor Guided Services

25% capacity or 10 people †





**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.