



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: MARCH 26, 2021  
Re: WEEKLY INFORMATION UPDATE

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### Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow [www.fruita.org/covid19](http://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.

- **COVID-19 Dial 3.0 Released.** On Wednesday, the state of Colorado announced changes to the reopening dial and the public health order related to it. The COVID-19 Dial 3.0 makes it easier for counties to move into Level Green: Protect Our Neighbors, and also removes many of the restrictions that currently apply at that Level Green. The new dial also includes further simplified metrics and less capacity restrictions. For more information, including all of the changes to the public health order, you can view the state's press release [here](#). The updated metrics change is also available at this [link](#), and the state is expected to retire the dial in mid-April. The updated Level Blue requirements (where Mesa County currently is) are outlined below. With these changes, we are updating our internal emergency operations plan and also shared this with our partners, including the Fruita Chamber of Commerce.

- **Restaurants** – Allowed to operate 100% capacity, 6 feet between parties
- **Offices** – 75% capacity
- **Bars** – 25% capacity or 75 people
- **Retail** – 75% capacity
- **Personal Services** – 50% capacity or 50 people
- **Gyms/Fitness** - 100% capacity
- **Events** – 50% capacity or 175 people

- **New Recommendations for Fully Vaccinated People.** With more people across the country getting COVID-19 vaccines, the Centers for Disease Control and Prevention has updated recommendations for full vaccinated people. Mesa County Public Health shared a brief newsletter outlining these changes, and that can be found at their website [here](#).

- **Mesa County COVID-19 Resolution.** On Monday morning, the Mesa County Board of Commissions voted to pass a resolution regarding COVID-19 requirements in the County. More details and the full release, "Commissioners Adopt Free to Choose," is available at this [link](#).

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

## General Updates

- **State of the City Video.** We have decided to hire 14K Media to film and produce our first "State of the City" video. We look forward to working on this project and highlighting some of our accomplishments from the previous year. Staff is hosting a kick-off/planning meeting with 14K Media next week, and we will keep you updated moving forward.
- **Mobile Mesa County – Fruita Roundabout Project.** A few weeks ago, Fruita Arts and Culture Board member Nancy Peterson and City Engineer Sam Atkins participated in an interview on KAFM Radio on the roundabout projects and the active circulation plan. If interested in listening, you can find the full interview [here](#).
- **Fruita for Equality Panel Discussion.** On Saturday, April 3, 2021, Fruita for Equality is hosting a panel discussion about allyship, a process of building supportive relationships with members of marginalized communities. The discussion will include members of Black Citizens and Friends, as well as members of the Latinx/Chicano and LGBTQ+ communities. Registration is required, and if interested, you can visit the library's website [here](#) or view the flyer below.
- **FACC Annual Report.** The Fruita Area Chamber of Commerce recently released its annual report for 2020. The annual report includes information on membership reports, events and programming, financial information, and more. The report is available at this [link](#).
- **Mobile Mesa County March Newsletter.** Speaking of Mobile Mesa County, the March newsletter is now available at this [link](#)! Includes a lot of good information on Fruita, news from GVT, and an update on Grand Valley Bike Month.

## Engineering

- **Engineering Intern.** The Engineering Intern position will go out to advertisement next week. We will be accepting applications through April.
- **Maple Street Project Update.** Sewer work continues on Maple St. south of Aspen Ave.
- **Pine Street Bridge Replacement.** The Pine Street Bridge design build project has been awarded to the team of GA Western and SGM.
- **Freemont Street Design.** Fremont Street design will have 30% plans for internal review next week in anticipation of the FIR meeting with CDOT later in April.

## Human Resources

- **Blood Drive Recap.** The City of Fruita had a great blood drive on Tuesday, March 23, 2021. 14 people came out to donate blood! Thank you for helping save lives. The next blood drive at the Fruita Civic Center will be on June 1, 2021.
- **Current Job Openings.** Recruitment efforts continue for the following positions: Seasonal Maintenance Workers (Public Works); Seasonal Parks Workers (Parks), and Guest Services Attendant (FCC). More information on each position can be found at our website [here](#).

## Parks and Recreation

- **Easter Egg Scramble Next Week.** The annual Easter Egg Scramble will be in person this year in the back yard of the community center! On Thursday, April 1, there are 2 time slots to participate, at 4:00 p.m. and 5:00 p.m. While there are a few spots open for the 4 p.m. time slot,

the 5 p.m. time slot is full. All participants must pre-register. This event is for ages 0-7 years of age. Pre-registration can be done at the Fruita Community Center.

- **FYAC Openings.** We are still accepting applications for the Fruita Youth Action Council. Applications are due by Wednesday March 31<sup>st</sup>. Details can be found [here](#).
- **Youth Soccer.** Youth soccer is set to get underway. A “normal” season with some restriction to keep everyone safe. We had 233 register which is just two shy of our previous record of 235 kids.
- **FCC Update.** The Fruita Community Center has been busy! During spring break, we hosted Future Cats Basketball Camp as well as a Lifeguard class. Also, there were lots of families enjoying the pool over the break.
- **Programming Update.** Next week we will be offering Art Classes! A new instructor, Andrea Stolarczyk, has put together a variety of different classes. We have not had Art classes in a couple of years, so this is exciting! We also have a new Dance instructor and classes start soon with a new line up of classes. For information on both art classes and dance classes click [here](#).
- **10,000 Miles Goal.** The FCC is trying to get to 10,000 miles in the month of March. We are currently 1,536 miles short needed to reach our goal by March 31. For information on how to track your miles and participate head over to our Facebook page [here](#).

## **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](#). (Approved)
- Short Term Rental Code Amendments can be found as this [page](#).(Approved)
- [Parking Standards](#) (Approved)
- Design Standards: The links to the Code Amendments can be found at this [page](#). (Approved)

### **Major/ Minor Subdivisions:**

- Dwell PUD Preliminary Plan (Under Review)
- Bradyville Minor Subdivision (Approved)
- Grand Valley Estates 3 (Under Review)
- Rose Creek Preliminary Plan (Under Review)
- Patron Annexation and Zoning (Under Review)
- Ross Creek Preliminary Plan (Under Review)
- Lusby Short Term Rental (Under Review)

### **Site Design Review/ Other Applications:**

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Grand Valley Estates 3, Zoning and Annexation (Approved)

## Public Works

- **City Facilities Update.** With the Police Department reopening this week, all four City facilities are now open to the public. Building maintenance crews continue to clean and disinfect each building twice a day, to ensure that each is safe for the public and staff.
- **Irrigation Water.** Irrigation water is still scheduled to be turned on April 12/April 13. We encourage residents that live in HOA Communities to check with their HOA, as this date may vary. Irrigation preparation has begun, and crews have spent time removing silt from headgates and manholes, as needed.
- **Ditch Overflow Project.** The ditch overflow project at E. Aspen Ave and Freemont is almost completed. The new drainpipe was filled on Thursday and plated for the weekend, asphalt to be added soon.

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

- [COVID-19 Vaccine Saturday Drive-Up Event.](#)
- [Fruita Fat Tire Festival puts on the brakes for 2021.](#)
- [COVID-19 cases remain low.](#)
- [Grant funding to help with maintenance on Mesa County trails.](#)
- [Commissioners OK resolution to open up County.](#)
- [COVID Dial 3.0 to eliminate outdoor event restrictions, ease counties into lower levels.](#)
- [Local cities to get millions from American Rescue Plan.](#)
- [Colorado panel OKs agreement to install EV Chargers in parks.](#)
- [16 Road near M Road back open following car chase.](#)
- [20 Colorado trail improvements funded for 2021.](#)
- [Mesa County surpasses 50K shots administered.](#)
- [Sharp increase in Western Slope air travel.](#)
- [Polis signs infrastructure funding bills to help boost economy.](#)
- [How to Spend 57 Hours in Fruita, Colorado as a Mountain Biker.](#)
- [Mesa County could soon change to green on the COVID-19 risk dial.](#)
- [Mesa County Public Health has now administered more than 50,000 vaccines.](#)
- [Restrictions loosen in Mesa County after state updates COVID-19 dial.](#)
- [HOPPING AROUND: Join the Easter Bunny at these family events.](#)

**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.):*

- **April 8, 2021** – Fruita Chamber of Commerce Business After Hours at Absolute Prestige Ranch, 5:30 pm. To 7:00 p.m. If interested, RSVP [here](#).
- **April 16-18, 2021** - Desert Rats Festival hosted by Gemini Adventures. This includes trail running events: 50K, 26.2M, 13.1 M, 10K on the Kokopelli Trails. <https://geminiadventures.com/>.
- **April 22, 2021** – Fruita Chamber of Commerce Women’s Conference in the Country. For more information and registration click [here](#).
- **May 1, 2021** - Adventurefest event at the 18 Road trails in North Fruita Desert, hosted by Gemini Adventures. This includes a 13.1 run and a 50K mountain bike race. <https://geminiadventures.com/>.

- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>.
- **July 31, 2021** – Fruita Chamber of Commerce Annual Banquet, “Welcome to Wonderland” at the Fruita Community Center, 5:30 p.m. to 10:00 p.m. Additional information [here](#).
- **Sept. 22-24, 2021** – The Colorado Municipal League will be holding the 2021 CML Annual conference in Westminster. More information is available at [www.cml.org/conference](http://www.cml.org/conference). Please let Deputy City Clerk Deb Woods know if you are interested in attending. CML will also hold a virtual conference on Sept. 29-30.
- **September 24-25, 2021** – Fruita Fall Festival, Downtown Fruita. The festival will include live music, food trucks, and variety of vendors. [Fruitachamber.org/fruita-fall-festival](http://Fruitachamber.org/fruita-fall-festival).

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 FOR =QUALITY

## **HOW TO BE AN ALLY** PANEL DISCUSSION


**5 P.M., SATURDAY, APRIL 3**  
ONLINE EVENT VIA ZOOM

Join Fruta for Equality for a panel discussion about allyship, which is the process of building supportive relationships with members of marginalized communities.

The discussion will include members of Black Citizens and Friends, as well as members of the Latinx/Chicano and LGBTQ+ communities.

**REGISTRATION IS REQUIRED.**  
VISIT THE EVENT CALENDAR AT [MESACOUNTYLIBRARIES.ORG](https://mesacountylibraries.org) TO REGISTER.

**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](https://mesacountylibraries.org)



**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.