



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 14, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Our meeting on Tuesday night will be held virtually and in-person at the Fruita Civic Center. We will begin our meeting with one proclamation, proclaiming next week as "National Public Works Week" in the City of Fruita. Following that, the Council will consider seven items on the consent agenda, and there are two public hearings items (one on a budget amendment and the other on a special event liquor permit). On the administrative agenda, the Council will be updated on Capital Projects and the Municipal Court. The meeting will conclude with two executive sessions. When available, the agenda, the packet, and the link to participate in the meeting, can be found at this [link](#). See you then!

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.

- **CDC Announcement.** The Center for Disease Control announced Thursday fully vaccinated people can resume activities without wearing a mask or physically distancing, except where required by federal, state, local, tribal, or territorial laws, rules, and regulations, including local business and workplace guidance. For more information, click [here](#).
- **Vaccine Update from MCPH.** Each week, Mesa County Public Health (MCPH) releases an update on COVID-19 vaccinations. This week's full report can be found at this [link](#), and here are a few of the highlights from the update:
 - On May 10, the Food and Drug Administration (FDA) authorized the Pfizer vaccine for emergency use in children ages 12-15.
 - The CDC's Advisory Committee on Immunization Practices (ACIP) needs to recommend use before Mesa County Public Health (MCPH) can offer appointments to this age group.
 - The ACIP is meeting Wednesday, May 12, to make a recommendation on the vaccine's use for this group.

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

- If recommended, individuals aged 12-15 will be able to sign up for a vaccine on the MCPH [website](#) as early as Thursday, May 13, with appointments as soon as Saturday, May 15.
- The Community Vaccination Site (CVS) at the Grand Junction Convention Center will relocate to the MCPH building (510 29 1/2 Rd) on May 19. **If you are getting your first Moderna or Pfizer vaccine dose this week, your second dose will be administered at MCPH.**
- MCPH is working to make getting a COVID-19 vaccine as convenient as possible and offers evening and weekend appointments.
- **COVID-19 Hospitalizations.** In addition to the vaccine update, MCPH also released an update today on hospitalizations that can be viewed here: [COVID-19 Hospitalizations Contributing to Health Care System Overload](#). Here are a few updates from the release, you can view the link for more.
 - MCPH continues to respond to an elevated number of COVID-19 cases and is seeing increased community transmission with variant strains.
 - The number of patients hospitalized with COVID-19 has nearly doubled in recent weeks. On May 13, hospitals reported 8 COVID-19 patients in ICU, and 25 total confirmed hospitalizations.
 - MCPH asks residents for their continued support and to consider aiding the community efforts to end the pandemic. The most effective ways to prevent the spread of any COVID-19 virus are to stay home when you are not feeling well, wash hands often, and get a COVID-19 vaccine.
- **ARPA Guidance.** On Monday, the United States Department of Treasury released the interim guidance on funding from the American Rescue Plan Act (ARPA). The City of Fruita is slated to receive \$2.89 million from the federal legislation. Similar to Coronavirus Relief Funds process, staff and I will continue to learn more about the program and determine what programs and expenses may be eligible for the funding. We will continue to keep the Council updated on potential uses of the funding.

General Updates

- **Financial Reports.** City sales tax continues to be strong in Fruita. In the month of March, revenues were up 13% from the previous year, and are up 13% year to date. Use tax on motor vehicles (up 30% in March), City lodging tax (up 134% from March 2020), and county sales tax (up 42%) were also up from the previous year. Use tax on building materials was down 21% in March but is still up 14% year to date from last year. More information can be found in the Council packet this week at this [link](#).
- **Coffee with the City Manager and Dr. Korrey Klein Next Week.** Next Thursday morning, I will be hosting a Coffee with the City Manager at Bestslope Coffee 8:00 a.m. and will be joined by Dr. Korrey Klein. Dr. Klein is the CEO and President of Family Health West, and these events are an opportunity to hear from residents, have an open conversation, and answer questions. I look forward to the discussions!
- **State of the Valley Luncheon.** On May 19, 2021, the Grand Junction Area Chamber of Commerce will be hosting the State of the Valley Luncheon. The luncheon will take place at

Colorado Mesa University at 12:00 p.m. Mayor Kincaid and I will be speaking at the luncheon, along with elected officials and staff from the Town of Palisade, Mesa County, and City of Grand Junction. If you are interested in attending, you can register [here](#).

- **Community Survey Closing.** Tomorrow is the last day for residents to fill out the Community Survey! If you haven't already, please visit the link found on the survey to provide your feedback and recommendations on City services for the next several years. We are still on track to have the survey results presented at the first Council Meeting in June.
- **Grant Applications.** This week, staff and I submitted two grant applications – the first for the Resiliency Recovery Roadmap program through the Department of Local Affairs for the Mesa County Emergency First Responders; and the second – for improvements to S. Mesa Street for the CDOT Revitalizing Main Street program. With all of the funding opportunities currently available, staff is in the process of working on other grant applications and we will keep you updated on those and the outcome of these two grants.
- **Mesa County Commissioners Town Hall.** Following up from a previous update, we will be hosting a Town Hall for the Mesa County Commissioners on August 24, 2021, at the Fruita Civic Center. This meeting will occur in place of our regular workshop meeting for August.
- **Waste Management Report.** In April 2021, Fruita residents recycled 54 tons of cans, bottles, paper, and cardboard. Great job Fruita! The full April 2021 report can be found below.
- **State of the City Video.** This morning, Mayor Kincaid and I wrapped up filming for the first Fruita State of the City Video. We are excited to share this video with the public and celebrate some of the City's accomplishments from the previous year. We anticipate that the video will be completed in the next several weeks. Thank you to all our partners that participated in the video!



- **Iowa State Volunteers.** On Tuesday, staff and I delivered lunch to over 30 students from Iowa State University. This group of volunteers uses their spring break to travel from city to city participating in clean-up activities. The students were helping with cleaning at the North Fruita Desert campgrounds and were traveling to Moab later in the day. Thank you to the Iowa State students for volunteering their time to help clean up our public lands!



Administration

- **Utility Billing Update.** Beginning this week, utility billing staff began charging late payments on past due bills. The moratorium on late fees has been lifted at the state level. If you have any questions or would like to speak to someone from utility billing, you can call our main line at 970-858-3663.

Engineering

- **2021 Street Overlays.** Bids were opened on Friday with 3 responses and the apparent low bidder, United Companies, with a bid amount of \$239,681.50
- **Engineering Intern.** Christian Torchia will begin work with the Engineering Department beginning May 25, 2021. The internship will last for 12 weeks.
- **Maple St. Sewer.** Aspen Avenue sewer work began this week with pavement milling operations. Aspen Avenue will remain closed to through traffic during construction.
- **18½ Road Culvert at Little Salt Wash.** Wingwalls are near complete. Paving of 18½ Road was scheduled for Friday.

Parks and Recreation

- **Thursday Night Concert Series.** The Thursday Night Concert Series is returning this year and will be held on Thursdays from June 10, 2021 to August 12, 2021. The concerts will start at 7:30

p.m., and will continue to take place at the Fruita Civic Center Park. The full line up can be found in the flyer below, and we are excited to be able to bring these concerts back to the community.

- **Parks and Recreation Newsletter.** The latest edition of the Fruita Parks and Recreation bimonthly newsletter is now available, and can be found at this link: [FCC Extending Hours, Outdoor Pool Opening Soon](#). This edition features articles on the Outdoor Pool (spoiler, it is opening on May 22, 2021), the Summer Activity Guide, changes at the Fruita Community Center, and more. So much coming up—please check out the newsletter. Recreation Superintendent Tom Casal will be talking about these updates on the Chamber’s Fruita Roots KAFM radio show and podcast next week.
- **Maintenance Issues.** Staff has been working a few irrigation and water line breaks. The irrigation line in front of the Cavalcade was broken from a tree root. It has been repairs and concrete will be going back in next week. FCC staff is still hunting down a pool line break in the outdoor pool but hope to have the located soon and repair as soon as possible. This may impact opening the outdoor pool but we are not sure of timing as of yet.

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 (Approved) (1136 17 ½ Road, Fruita CO 81521)
- Grand Valley Estates 3 (Approved) (1848 J Road, Fruita CO 81521)
- Rose Creek Preliminary Plan (Under Review) (1892 K Road, Fruita CO 81521)
- Patron Annexation and Zoning (Under Review) (1123 19 Road, Fruita CO 81521)
- VACC Final Plat (Under Review) (1176 18 Rd)
- Epic Minor Subdivision (Under Review) (192 Wallace St)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Finished)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)

Public Works

- **National Public Works Week.** National Public Works Week is May 16-22, 2021. This is a group who works hard on core city services and well deserved of celebration!
- **FOGS Programs.** Working on a fats, oils and grease management program to deal with build-up in the sewer system.
- **Streets Update.** Crews rocked, bladed and rolled 19 Road, I.5 Road, Snooks, and Snooks Parking Lot.
- **Irrigation Repairs.** Crews are prioritizing irrigation repairs and valve replacements.

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

- [Fruita bike race bringing 1,200 riders to town.](#)
- [Fruita for Equality kick off event begins May 7th.](#)
- [Residents weigh-in on development in Fruita.](#)
- [New COVID-19 variant arrives in Mesa County.](#)
- [Mesa County real estate gains "off the charts".](#)
- [COVID-19 rates still climbing.](#)
- [BLM headquarters in Grand Junction benefits entire country.](#)
- [You Read Your Mail Right. Property Values Are Up in Mesa, Boulder and Across Colorado.](#)
- [Avelo Airlines makes Grand Junction debut.](#)
- [Law enforcement remembers fallen officers during National Police Week.](#)
- [India variant discovered in schools as second Fruita school added to outbreak list.](#)
- [COVID-19 vaccinations continue to slow in Mesa County.](#)
- [Paid time off available to get and recover from vaccinations.](#)
- [CDPHE testing for India variant of the coronavirus.](#)
- [County preps for go-ahead on vaccinating younger groups.](#)
- [The Grind: Geoff Kabush races Kokopelli, White Rim FKTs on prototype Fox RAD gravel fork.](#)
- [WorldTour roadie vs MTB Olympian on a 10 hours trail time trial.](#)
- [May is Colorado Fitness Month.](#)

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.*):

- **May 19, 2021** – Grand Junction Area Chamber of Commerce State of the Valley Luncheon, Colorado Mesa University at 12:00 p.m. Register [here](#).
- **May 20, 2021** – Coffee with the City Manager at Bestslope Coffee, 8:00 a.m.
- **May 22, 2021** - The Co2uT Desert Gravel Race in the Bookcliffs. <https://www.desertgravel.com/>.
- **May 26, 2021** – Fruita Chamber Member Appreciation Picnic, 432 E. Aspen Avenue, Fruita Co 81521, 11:00 a.m. to 1:00 p.m. RSVP [here](#).
- **June 4, 2021** – Music & Mulligans Golf Tournament at Adobe Creek National Golf Course, 9:00 a.m. Co-hosted by the Fruita Chamber, more information [here](#).
- **June 10, 2021** – Beer or Rootbeer with the City Manager, Copper Club Brewery at 5:00 p.m. Grab a drink and join us outside!

- **June 10, 2021** – Thursday Night Concert – James Williams & the Faith Peddlers (Outlaw Country/Blues Rock), Civic Center Park at 7:30 p.m.
- **June 17, 2021** – Thursday Night Concert – Stray Grass (Bluegrass/Americana), Civic Center Park at 7:30 p.m.
- **June 24, 2021** – Thursday Night Concert - Frank Begar Orchestra (Big Band), Civic Center Park at 7:30 p.m.
- **July 1, 2021** – Thursday Night Concert – Centennial Band (American Classic), Civic Center Park at 7:30 p.m.
- **July 8, 2021** – Thursday Night Concert - Whiskey Stomp (Country Rock), Civic Center Park at 7:30 p.m.
- **July 14, 2021** – Coffee with the City Manager and guests, Einstein Bros Bagels at 7:30 a.m.
- **July 15, 2021** – Thursday Night Concert – Desert Flyer Band (Country), Civic Center Park at 7:30 p.m.
- **July 22, 2021** – Thursday Night Concert – Gerry Goodman Band (Blues/Rock), Civic Center Park at 7:30 p.m.
- **July 29, 2021** – Thursday night Concert – Michael Morrow & the Culprits (Rock-N-Roll), Civic Center Park at 7:30 p.m.
- **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](#).
- **August 5, 2021** – Thursday Night Concert – Louie & the Lizards (Funky Jam Rock), Civic Center Park at 7:30 p.m.
- **August 12, 2021** – Thursday Night Concert – Great Western Heritage Show (Country & Western Bluegrass), Civic Center Park at 7:30 p.m.
- **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. 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.

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org



City Manager Event Series

These events are an opportunity for residents to have an open conversation with the City Manager and guests and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

To find current information, including guests, visit Fruita.org or facebook.com/cityoffruita

Upcoming Dates

May 5, 2021 at 7:00 a.m.

Bike to Work Day with the City Manager and Mayor Kincaid - Fruita Civic Center.

May 20, 2021 at 8:00 a.m.

Coffee with the City Manager at Bestslope Coffee

June 10, 2021 at 5:00 p.m.

Beer or Rootbeer with the City Manager at Copper Club

July 14, 2021 at 7:30 a.m.

Coffee with the City Manager at Einstein Bros. Bagels



April 2021 Recycling Benefits for the City of Fruita

In April 2021, we recycled 54 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

867 Mature Trees

Represents enough saved timber resources to produce 14,737,800 sheets of printing and copy paper!

130 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 147 people!

110,316 Kw-Hrs of Electricity

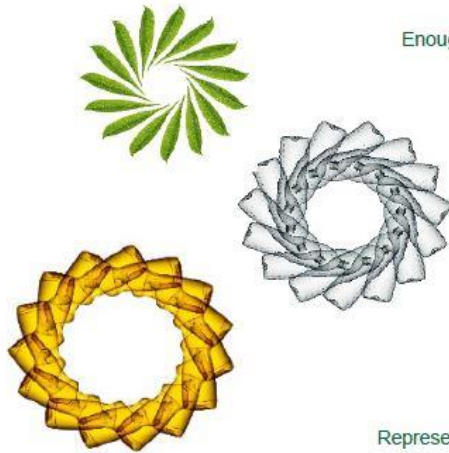
Enough power to fulfill the annual electricity needs of 10 homes!

Avoided 148 Metric Tons (MTCO₂E) of GHG Emissions

The recycling of these materials prevented these GHG emissions!

264,009 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,520 people!



PREPARED BY WASTE MANAGEMENT

Sources: U.S. Environmental Protection Agency, U.S. Energy Information Administration, Environmental Paper Network-Paper Calculator V4.0, Domtar Paper, Gaylord Corporation, U.S. Forest Products Laboratory, and Waste Management. © Waste Management 2019

CITY OF FRUITA'S THURSDAY NIGHT CONCERT SERIES

THURSDAYS • JUNE 10 - AUGUST 12

7:30 P.M. • FREE

CIVIC CENTER PARK • 325 E. ASPEN

BRING A LAWN CHAIR OR BLANKET

*CONCERT DATES ARE SUBJECT TO CHANGE. PLEASE MAINTAIN SOCIAL DISTANCING.

PRESENTED BY:



JUNE 10: JAMES WILLIAMS &
THE FAITH PEDDLERS
OUTLAW COUNTRY/BLUES ROCK

JUNE 17: STRAY GRASS
BLUEGRASS/AMERICANA

JUNE 24: FRANK BREGAR ORCHESTRA
BIG BAND

JULY 1: CENTENNIAL BAND
AMERICAN CLASSIC

JULY 8: WHISKEY STOMP
COUNTRY ROCK

JULY 15: DESERT FLYER BAND
COUNTRY

JULY 22: GERRY GOODMAN BAND
BLUES/ROCK

JULY 29: MICHAEL MORROW & THE CULPRITS
ROCK-N-ROLL

AUG. 5: LOUIE & THE LIZARDS
FUNKY JAM ROCK

AUG. 12: GREAT WESTERN HERITAGE SHOW
COUNTRY & WESTERN/BLUEGRASS

MORE INFORMATION
FRUITA.ORG/PARKSREC
970.858.0360
recreation@fruita.org



**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.