



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JULY 30, 2021
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Our meeting on Tuesday night will begin with a Proclamation declaring August 2-8, 2021, as "Interfaith Awareness Week" in the City of Fruita. After that, the Council will receive a presentation from Mesa County and SGM Engineering on current issues in the Colorado River tributaries in the Grand Valley. There are three items on the consent agenda, and two public hearing items. Our meeting will be held in-person at the Civic Center and virtually, and the packet can be found [here](#).

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.

- **Weekly COVID-19 Update from MCPH.** As always, here are a few highlights from Mesa County Public Health's (MCPH) weekly update on COVID-19. The full report can be found [here](#).
 - **COVID-19 Case Trends**
 - MCPH continues to see a steady decline in average daily cases
 - Four weeks ago, the average daily case count was 45, in the most recent week, the average daily case count is 33.
 - **Delta Variant Spread**
 - There are 836 cases of Delta variant in Mesa County
 - These variants are more transmissible and can be more severe, with recent studies showing nearly double the hospitalization risk with the delta variant.
 - Available vaccines can reduce severe illness, including hospitalization and death, associated with **all** COVID-19 strains, including emerging variants.
 - **Vaccination Efforts**
 - Vaccines are always free. Hours of operation have changed to run Wednesday through Friday from 1 p.m. to 5 p.m. and Saturday from 9 a.m. to 1 p.m.
 - All three vaccine types are available, residents are able to choose which vaccine they would like.

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

- **MCPH Update on Mask Guidance.** Also, this week, MCPH released an update on mask recommendations following the Center for Disease Controls new recommendations. The full report can be found at this [link](#). A few notes from the update, MCPH continues to recommend that unvaccinated individuals wear masks in public settings, stay at home when you are sick, and get vaccinated to protect against COVID-19 and variants.

Transportation Circulation Plan and Fremont Street Design Open Houses – This Weekend!

One last reminder, tonight and tomorrow, we will be hosting two open houses to receive public feedback on the Transportation Active Circulation Plan and the Fremont Street Design. Tonight, we will be at the Civic Center Park from 5:30 p.m. to 8:00 p.m., and at the Fruita Farmers Market on Saturday from 8:30 a.m. to 12:00 p.m. Unable to make the events? An online survey has been posted online at this [link](#) for the public to share feedback. Additional information can be found at our website [here](#).

CCMA Emerging Manager’s Summer Camp Recap

This week, the City hosted the Colorado City/County Managers Association Emerging Managers Summer Camp Conference at the Fruita Community Center! Assistant to the City Manager, Shannon Vassen was instrumental on the planning committee. There were over 50 attendees for the conference from all over Colorado and a few from Utah, and Councilor Harvey and I participated as guest speakers for a few of the sessions. It was great to participate in the conference and want to thank all of the attendees for coming to Fruita. It was a fun and interactive conference – here are a few photos from it:





Job Opening – Parks and Recreation Director (Continued)

The City of Fruita is now accepting applications for the position of Parks and Recreation Director. If interested in learning more information, you can find the recruitment brochure, job description, and salary and benefit information, at our website [here](#). Parks and Recreation Director Ture Nycum will surely be missed and has accomplished so much in his 15 years with the City, which will continue to benefit the community for many years to come. We congratulate him on his new opportunity and wish him nothing but the best.

General Updates

- **2022 Budget Preparation.** Much time is being devoted to preparation of the 2022 budget process which is focused on establishing outcomes of continuous improvement, tied to community feedback (master planning processes and recent survey results), and setting budget requests to achieve those within the constraints of balancing revenues to expenditures.
- **ED First Responders Update.** Continue to work with the Mesa County Economic First Responders and soon to be kicking off our state Roadmaps program focused on Recovery and Resiliency.
- **City Council Chambers Upgrades.** On Thursday, we had the gooseneck microphones installed in the City Council Chambers and should be ready to be used at our next Council meeting. No more wireless microphones upstairs!

- **Fire Restrictions Lifted.** Today, the Mesa County Sheriff's Office lifted the fire restrictions for Mesa County. Although the restrictions have been lifted, the MCSO and our public lands partners are still encouraging residents to never leave fires attended, to ensure firepits and campfires are completely out, not to burn trash, and more. The full release can be found [here](#).
- **I-70 Closure.** If you are traveling east this weekend, CDOT has announced that Glenwood Canyon remains closed (due to mudslides) and that the closure may last throughout the weekend. More information [here](#).
- **Jon Maraschin Retirement Party.** If you are interested in attending, the Business Incubator Center is hosting a "Ten Years of Success" retirement for Executive Director Jon Maraschin at the Copper Club, August 5, at 4:00 p.m. The Business Incubator Center has been a great partner for the City of Fruita for many years, and we wish Jon the best in retirement.

Engineering

- **Mesa County Chip Seal Project.** Traffic Update for August 2 – August 6: The Mesa County chip seal project will take place at the following four locations: US Highway 6 from Mile Point 11 to MP 20, CO Highway 139 from MP 0 to MP 6, US 50 Frontage Road from MP 33.8 to MP 36.2 and CO 141 from MP 120 to MP 154. For the week of August 2 to August 6 motorists should plan for: Monday and Tuesday CO 139 from MP 0 to MP 3, North and southbound one-lane alternating traffic. Drivers are asked to obey all speed limits reductions and construction road signs during this time. For more information, you can visit the project website [here](#).

Parks and Recreation

- **Fall 2021 Activity Guide.** The latest activity guide is now available and can be found online at this [link](#). It includes information on fall programming, upcoming special events, and more.

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, Fruita CO 81521)
- Epic Minor Subdivision (Under Review) (1092 Wallace St, Fruita CO 81521)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive, Fruita CO 81521)
- Red Cliffs 3 Preliminary PUD Plan (Under Review) (280 Clements Way, Fruita CO 81521)
- Grand Valley Estates 3 Final Plat (Under Review) (1848 J Road, Fruita CO 81521)
- 1930 Highway 6 & 50 Annexation and Zoning (Under Review) (1930 Hwy 6 & 50 Fruita CO 81521)
- Orchard Ridge 3 Final Plat (Under Review) (Orchard Ridge Subdivision, Fruita CO 81521)
- Sycamore Estates Minor Subdivision (Under Review) (945 E. Pabor Ave, Fruita CO 81521)
- Fruita Copper Creek Annexation and Zoning (Under Review) (954 19 Rd, Fruita CO 81521)
- Fruita Mews PUD Amendment (Under Review) (1138 18 ½ Rd, Fruita CO 81521)

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)
- Lake Fruita Site Conditional Use Permit and Design Review (Under Review) (1571 Cipolla Rd, Fruita CO 81521)
- 111 S. Mesa Street Site Design Review (Under Review) 111 S. Mesa St, Fruita CO 81521)

Police Department

- ***National Night Out.*** National Night Out is quickly approaching (August 3rd). If your neighborhood is having an event, please let us know so we can join you. This is a great opportunity to exchange crime prevention efforts, but an even better opportunity to get more aquatinted with your officers. If you are interested in having the Fruita Police Department attend your event, you can email this [link](#).

Public Works

- ***Rainstorm Report.*** PW had three callouts for localized flooding on Wednesday, July 28, 2021 due to a rain storm that passed through the area. The areas that experienced flooding were Coulson and Aspen, Virgo and Ottley, West Meadow and Cherry. There was also some flooding in Comstock but PW was not called out for that flooding. No property damage was reported and all of the localized high water was caused by rain volumes that exceeded storm drain capacities.
- ***I-70 Billboard.*** PW is still waiting on billboard lights to arrive to finish the billboard project. Due to supply issues the replacement light was supposed to be delivered on May 8th but is now expected to arrive on September 1, 2021.
- ***Maintenance Update.*** Crews replaced faded and damaged signs in the downtown area and Windsor Park Subdivision
- ***Safe Routes to Schools.*** PW coordinated with the City Police Department to program safe route signs for upcoming school year

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

- [Colorado State Patrol ups seatbelt awareness with State2State campaign.](#)
- [School Board approves hire for Director of Equity and Inclusion](#)
- [The grand opening of the Palisade Plunge.](#)
- [“It’s worth the hype” Block party celebrates opening of the Palisade Plunge.](#)
- [Commissioners to name Rowell as sheriff.](#)
- [Interior Secretary Deb Halland Visits Grand Junction to Discuss Wildfires and Future of BLM Headquarters.](#)
- [“We need to provide a path forward for clarity”: Interior Secretary Deb Halland visits new Bureau of Land Management HQ in Grand Junction.](#)
- [Gov. Jared Polis declares July 26 Tracey Garcher Day.](#)
- [15 years and one community center later, Nycum says goodbye to Fruita.](#)
- [Meet Mesa County’s New Sheriff.](#)
- [Where the CDC says Masks Should Be Worn Indoors in Colorado.](#)
- [The Best Mountain Bike Shoes of 2021.](#)
- [Fruita seeks input on Transportation plan, Fremont Street design.](#)
- [Area profiles 2021.](#)
- [Free entrance to state parks on Colorado Day.](#)
- [Stage 1 fire restrictions lifted in Mesa County.](#)

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.):*

- **July 30, 2021** – Open House for Fruita Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50 – Civic Center Park, 5:30 p.m. to 8:00 p.m.
- **July 31, 2021** - Open House for Fruita Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50 – at the Fruita Farmers Market, Reed Park, 8:30 a.m. to 12:00 p.m.
- **July 31, 2021** - Fruita Farmers Market – Reed Park from 8:30 a.m. to 12:00 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 6, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **August 12, 2021** – Thursday Night Concert – Great Western Heritage Show (Country & Western Bluegrass), Civic Center Park at 7:30 p.m.
- **August 27-August 28, 2021** – Mike the Headless Chicken Festival, Downtown Fruita. Full schedule [here](#).
- **September 3, 2021** – Food Truck Friday at Reed Park from 5:30 – 8:30 pm.
- **September 7, 2021** - Dog Daze at Fruita Community Center, 5:00 p.m. to 7:00 p.m.
- **September 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](https://fruitachamber.org/fruita-fall-festival).
- **October 2, 2021** – Fishing is Fun Day at Snooks Bottom, 8:00 a.m. to 10:00 a.m.
- **October 2, 2021** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course, 1:00 p.m.

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 Transportation Active Circulation Plan and Fremont Street Design at Hwy 6&50

Public Engagement Opportunities

The City of Fruita is currently updating its Circulation Master Plan. The goal is to recommend priority projects, programs, and policies to improve comfort and connectivity for all modes of travel. The Fremont Street design is a project in progress that is prioritized in the Circulation Master Plan. The City of Fruita wants to hear your input on the challenges and opportunities of traveling in Fruita.

Opportunity #1: Open House at Civic Center Park

When: July 30, 2021 - 5:30 p.m. - 8:00 p.m.

Where: Civic Center Park

325 E. Aspen Avenue, Fruita Co 81521

Opportunity #2: Fruita Farmers Market

When: July 31, 2021 - 08:30 a.m. - 12:00 p.m.

Where: Reed Park

250 S. Elm Street, Fruita Co 81521

What is a Master Plan?

A Master Plan is a long-range planning document that provides policies and strategies for the City. The Circulation Plan will recommend projects to improve transportation accessibility and amenities. Public input is essential for any Master Plan.

For more information, please visit fruita.org/Circulationplan



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.