



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: SEPTEMBER 10, 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 for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Other Respiratory Viruses Circulation in Mesa County.** Here are a few highlights from a recent Public Health Recommendation from Mesa County Public Health:
 - COVID-19 continues to be prevalent in Mesa County and is increasing in younger populations.
 - Other viruses are circulating too, including Respiratory Syncytial Virus (RSV) a very common respiratory virus that usually causes mild, cold-like symptoms.
 - State health experts warn co-circulation of COVID-19, influenza, and RSV will likely put a significant strain on the pediatric health care system.
 - This summer there have been an unusual number of early cases reported from Children's Hospital Colorado.
 - MCPH monitors outbreaks of RSV in childcares, and other educational and living facilities to aid in understanding of exclusion procedures and cleaning protocols to ensure a healthy environment. RSV can cause severe infection in some people, including babies 12 months and younger, premature infants, older adults, people with heart and lung disease, or anyone with a weak immune system. MCPH is aware of increased illness in at least two childcare facilities.
 - Full report from MCPH can be at their website [here](#).

General Updates

- **Financial Reports.** July tax revenues numbers are in, and for the first time in several months, City sales tax was down in July (4%) when compared to the previous year. It should be noted that July 2020 was the best month for City sales taxes, and this year was only off by a few percentage points. Year to date, City sales tax is still up 16% when compared to the previous year. Apart from that, use taxes on motor vehicles (down 11%) and building materials (down 35%) were also down in the month of July, but are still trending ahead for the year. Finally, the City's lodging tax

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continues to rebound from last year (up 79% in July 2021, 146% increase year-to-date) and County sales tax was also up about 16%.

- **Summer City Link.** The latest edition of the Fruita City Link is now available online and can be found [here](#). The City Link has been sent to the printer and should be arriving at households and businesses in the coming weeks.
- **Riverfront Concert Series.** The Colorado Riverfront Concert Series returns this week for three straight concerts (which started last night) at the James M. Robb State Park in Fruita. The City of Fruita is a sponsor of this event, and all proceeds go to the Colorado Riverfront Foundation. The full schedule of concerts can be found [here](#).
- **City Website Now Available in Different Languages.** This week, our website provider for Fruita.org added a tool that allows the website to be translated into Spanish, and multiple other languages. The translation tool can be found on the bottom banner for each page, and mostly relies on Google Translate. We will continue looking into ways to make our website more accessible for residents, and how we can translate many of the PDFs into multiple languages.
- **Grand Valley Mountain Bike Film Festival.** Healthy Mesa County and several community partners are excited to announce the Grand Valley Mountain Bike Film Festival, which will be held on Tuesday, September 14, at the Avalon Theater. The event will feature five mountain bike films, speakers from local bike advocacy groups, and door prizes. All proceeds from ticket sales will go towards new trails at 18 Road/North Fruita Desert. More information can be found [here](#).
- **Coffee with the City Manager.** We had a great group join Chief Cavalier (Lower Valley Fire Department) and I for Coffee with the City Manager on Wednesday morning. We discussed current projects in Fruita, answered questions regarding housing strategies, budget priorities for next year, and more. Below is a photo of most of the group that attended. Our next event will be a casual bike ride along the Riverfront Trail on September 28, 2021 at 4:00 p.m., and we will meet at the Fruita Community Center.



Engineering

- **Development Update.**
 - Iron Wheel Subdivision-Concrete alleys and curb gutter and sidewalk continue to be placed.
 - Village at Country Creek North Subdivision-The street is rough cut and some drainage pipe is being installed.
 - Grand Valley Estates Subdivision –All the water and sewer lines have been installed. Storm drainage is currently being installed.
 - Orchard Ridge Subdivision- All the water and sewer lines have been installed. Storm drainage is currently being installed.

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 (WITHDRAWN) (1138 18 ½ Rd, Fruita CO 81521)

Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Under Construction)

- 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

- ***Patriot Day Celebration.*** This morning, Fruita Police Officers attended the Patriots Day celebration at Rim Rock Elementary School. Photos from the celebration can be found [here](#) – thank you to Rim Rock for having us!
- ***Fruita PD Policies and Procedures.*** The Fruita Police Department is guided by a number of rules and regulations, which can be found in the Policy and Procedure Manual. To provide transparency and accountability, this week, the Policies and Procedures of the department were uploaded to our website and can be located at this [link](#). These policies are regularly review for best practices, accuracy, and relevance.

Public Works

- ***Road Maintenance Update.*** Road crew filled pothole in alley behind Methodist Church based on citizen complaint, cold patched pothole in alley behind Burger King, and replaced worn out thermoplastic crosswalk on south side of Circle Park. Crews continue to mow and spray weeds around town.
- ***WWRF and Collections Updates.*** Collections crew completed utility potholing for Engineering Dept, and completed CCTV (closed circuit television) inspections for Orchard Ridge Subdivision. The WWRF staff is working to create an Asset Management Standard Operating Procedures (SOP) to establish rules and definitions that will be followed when creating Work Orders, Assets, and Parts within an asset management system. Staff created a new SOP for cleaning solids from the bottom of the ATAD 3 tank and performed monthly maintenance work, performed monthly generator test, Grit Pump maintenance, and serviced 7 ORP probes. WWRF staff attended the Nutrient Removal Class.
- ***TMDL Appeal.*** Participated in press conference regarding appeal of the Colorado Department of Public Health and Environment – Water Quality Control Division, Total Maximum Daily Load regulations.

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

- [COVID-19 now more prevalent among children, public health says.](#)
- [Lincoln Park-Moyer pool and Fruita Community Center outdoor pools close for the season.](#)
- [20-year-old crashes vehicle into Fruita roundabout.](#)
- [Fruita pursuing grant for trail constructions at 18 Road.](#)
- [Water quality ruling to be appealed.](#)
- [Area organizations protesting CDPHE selenium regulations.](#)
- [Man hikes 1,100-plus miles to summit all Colorado fourteeners in one self-supported push.](#)
- [Concert Reminder: Carrie Rodriguez, Chris Daniels & The Kings coming up in Colorado Riverfront Concert Series.](#)
- [Grand Valley Bike Month.](#)
- [Trails don't just magically appear.](#)

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.):*

- **September 9-11, 2021** – Colorado Riverfront Concert Series at James M Robb State Park Fruita – more information [here](#).
- **September 11, 2021** - Fruita Farmers Market – Reed Park from 8:30 a.m. to 12:00 p.m.
- **September 14, 2021** – Grand Valley Mountain Bike Film Festival at the Avalon Theater. Additional details [here](#).
- **September 16, 2021** – GJ Career Passport Program (put on GJEP and CMU) at Growl Agency, 750 Main Street, Grand Junction Co. 4:30 p.m. to 6:00 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 a variety of vendors. Fruitachamber.org/fruita-fall-festival.
- **September 26, 2021** – Chrome and Brews Car Show at Reed Park, 19:00 a.m. to 3:00 p.m.
- **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.
- **October 23, 2021** – Truck N'Treat, Downtown Fruita, 10:00 a.m. to 12:00 p.m.
- **October 29, 2021** – Trick or Treat Street in Downtown Fruita, 3:00 p.m. - 5:00 p.m.
- **November 6, 2021** – Rimrock Marathon, 8:00 a.m. to 2:00 p.m., Colorado National Monument and Fruita Community Center.
- **December 11, 2021** – Holiday Arts and Crafts Fair at the Fruita Community Center, 10:00 a.m. to 3:00 p.m.
- **December 11, 2021** – Hometown Christmas and Parade of Lights, Parade is at Dusk, in Downtown Fruita.
- **December 15, 2021** – Cookies N Claus at the Fruita Community Center – 6:30 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 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.