



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: DECEMBER 17, 2021  
Re: WEEKLY INFORMATION UPDATE

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***City offices will be closed on Friday, December 24, 2021, in observance of Christmas. Happy Holidays Fruita!***

Trash and recycling services are not impacted by the holiday. The Fruita Community Center will close at 12:00 p.m. on Christmas Eve and is closed on Christmas Day.

### **Tuesday's City Council Meeting**

The meeting on Tuesday night is our final City Council meeting of the year. It will begin with a presentation from the Arts and Culture Board on new projects. After that, the Council will consider eight items on the consent agenda. We have no public hearings scheduled, and the Administrative Agenda includes a presentation by Economic Planning Solutions on the recently completed Housing Needs Assessment specifically for Fruita. After reports and actions, the Council will convene in Executive Session to prepare for my annual review to take place on January 4. See everyone on Tuesday night!

### **FWorks Coffee Club**

I had a great time speaking at the FWorks Coffee Club this morning at the Fruita Civic Center! I shared updates about our housing strategies, the 2022 Budget, accomplishments from this year, and other general City updates. It was also great to catch up with and speak to members of the community and hear from them. Thank you to the Fruita Chamber and the Business Incubator Center for including me as a speaker.



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

### **Adopt A Family**

The City of Fruita staff and Employee Engagement Committee adopted a local Fruita family for the holidays. Staff participated by buying gifts and donating money for a City Market gift card to the family. The picture below is most of the gifts that the local family will receive, and also staff raised enough to purchase a \$200 gift card. Thank you to staff and the EEC for making this family's holidays special!



### **2022 Budget Adopted by Fruita City Council (Continued)**

On Tuesday night, the City Council formally adopted the 2022 Municipal Budget. The City's annual budget mirrors the priorities of the community and the City Council, following the results of the Community Survey and the extensive public participation from recent Master Plan Updates. The Budget serves as a roadmap for spending and revenue for the upcoming year. The adoption is the culmination of almost eight months of work from the City Council, staff, and the public.

The 2022 Adopted Budget reflects the commitment of the City Council and staff to achieve a balance of a conservative fiscal policy and enhancing the quality of life for Fruita residents through providing essential core services and amenities, maintaining a stable and quality workforce, and preserving the character and small-town feel of Fruita.

For more information, you can visit our website [here](#). The full budget can be found at this [link](#).

### **City of Fruita Recognized With "Leading the Way Award" (Continued)**

This week, ETC Institute, the consultant that completed our Community Survey, recognized nine cities for ranking in the top 10% of all U.S. cities with regard to resident satisfaction with overall quality of city services, customer service from city employees, and the value for local taxes and fees. ETC Institute conducts community surveys for cities and counties across the Country, and we are thankful to receive this recognition and the participation from the community. More information can be found [here](#).

## General Updates

- **Financial Reports.** October financial reports are included in this week's Council packet, and tax collections continue to be strong for the area and region. City sales tax were up 9% in October when compared to the previous year, and is trending 15% over 2021 as a whole. Use taxes on motor vehicles (up 31% in October, up 17% year to date), use taxes on building materials (up 100% In October, up 5% year-to-date) and County sales taxes (up 16% in October, 21% overall compared to 2021) were also up. Finally, through October, the City's lodging tax has already surpassed all previous years, and was up 32% in October and is trending 100% above 2020 revenues.
- **Busy Week.** Many meetings this week with consultants and partners including the Chamber, EPS (Housing Needs Assessment), Compensation Consultant (Pay Plan Guidelines wrap up), Chamberlain Architects (design and cost estimates of Civic Center renovations), Roadmap Recovery consultants (prepping for the kick-off with consultants in January), and a prospective developer arranged by GJEP.
- **Service Awards & Employee of the Year.** We presented all service awards this week in various departments as well as the Employee of the Year award, which was awarded to Nicole Shires, Facility Manager at the Community Center—congrats to Nicole and all our service award recipients!
- **Mesa County Economic Update.** The fourth quarter update can be found [here](#).
- **Team Building.** I took the leadership team to axe throw over lunch this week as we focused on items to hit the ground running on in 2022 as well as team build. No one got hurt so it was a success!



## Engineering

- **Wayfinding Project.** Fruita residents may start to notice new pavement markings installed on various routes within the City. Soon there will be maps located on pedestals at 20 different

locations through Fruita as part of this project. Below is a picture of a sample pavement marketing for the orange route.



### Human Resources

- **Current Job Openings.** The City of Fruita continues to recruit for a variety of positions, specifically for the roles of Guest Services Attendant at the Fruita Community Center, Wastewater Operator at the Wastewater Reclamation Facility, Youth Basketball Sports Officials, and for a Communications and Engagement Specialist. To view these openings and to learn more information, you can visit our website [here](#).
- **CIRSA Training.** All staff participated in a series of required trainings by our Liability Insurance provider CIRSA this week.

### 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:

- Title 17 & 2 Land Use Code Update (Complete and Approved by City Council 10/19/2021)

### Major/ Minor Subdivisions:

- Dwell PUD Final Plan/Plat (Final Plan / Final Plat) (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 Construction) (1176 18 Rd, Fruita CO 81521)
- Epic Minor Subdivision (Approved) (1092 Wallace St, Fruita CO 81521)
- Cider Mills Rezone (Under Review) (960 Stone Mt Drive, Fruita CO 81521)
- Red Cliffs 3 Preliminary PUD Plan (Approved) (280 Clements Way, Fruita CO 81521)
- Grand Valley Estates 3 Final Plat (Under Construction) (1848 J Road, Fruita CO 81521)

- 1930 Highway 6 & 50 Annexation and Zoning (Approved) (1930 Hwy 6 & 50 Fruita CO 81521)
- Orchard Ridge 3 Final Plat (Under Construction) (Orchard Ridge Subdivision, Fruita CO 81521)
- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521)
- Fruita Copper Creek Annexation and Zoning (Approved) (954 19 Rd, Fruita CO 81521)

#### Site Design Review/ Other Applications:

- Monument Powder Coating (1596 Cipolla) (Complete)
- Raptor Crossing Concept Plan (853 Raptor Rd) (Under Review)
- 111 S. Mesa Street Site Design Review (Under Construction) 111 S. Mesa St, Fruita CO 81521)
- 241 S Mesa Street Site Design Review (Under Construction)

#### **Parks and Recreation**

- **Tree City USA Designation.** The City of Fruita, for the 29<sup>th</sup> straight year has been awarded a Tree City USA Designation. The city has met the 4 standards to qualify which are Maintaining a tree board or department, having a community tree ordinance, spending at least \$2 per capita on urban forestry and Celebrating Arbor Day. The city celebrated Arbor Day in April this past year and a tree was planted at Shelledy Elementary.

#### **Police Department**

- **Getting into the holiday spirit.** Some of our officers are having a great time getting into the holiday spirit. Some of us participated in this year's *Shop With a Cop* and teamed up with 5<sup>th</sup> graders from Shelledy, Rim Rock, and Monument Ridge. Officer Bob also got a chance to read *The Polar Express* to a kindergarten class. Below are a few photos from this week.





## Public Works

- **Highway 6&50 Sewer Project and Where to Track Progress.** Hwy 6 sewer replacement project is scheduled to begin the first week of January. Updated information will be posted weekly for anyone interested in the project. You can follow the progress by visit this [page](#).
- **Parade of Lights.** Public Works staff along with Parks staff provided traffic control for the Parade of Lights last Saturday night – we were happy to participate in the parade!
- **Fleet Maintenance Update.** Fleet services continue with preventative maintenance schedules for city vehicles and is pricing replacement vehicles approved for the 2022 budget.
- **Building Maintenance Update.** Building maintenance staff is continuing to monitor HVAC unit temperatures and cleaning a room in the basement to prepare it for painting. Completed the Elevator standard operating procedures.
- **Road Maintenance Update.** Road Maintenance crews continue to crack seal while the weather is good completing Windsor Park Dr., Corn Maiden Dr., Baco Noir Ln., St. Croix Ln., and Esprit Lane. Completed the park square light base repair and completed the traffic control plan for the Hwy. 6 project.
- **Collections Update.** Collections crew jetted sewer zone 10 and 11 (Holly Park and monument Glen) approximately 2,522 feet. Staff is training on Jetter truck operations. Staff completed a ground water investigation near Maple and Aspen. Ute Water is replacing two valves and completed 55 utility locates.
- **Wastewater Update.** Wastewater Treatment staff completed weekly pH probe cleaning and calibration and effluent weir cleaning. Completed monthly cleaning and calibration of suspended solids probes for the waste activated sludge and return activated sludge and inspected ATAD 1 tank. Rebuilt the head works on the non-potable water pressure reducing

valve that supplies seal water to the grit pumps. Finalized and submitted November's Discharge Monitoring Report to the State and took monthly samples along with associated nutrient testing.

- **Public Works Administration Update.** PW Director and Supervisors held interviews for the Road Maintenance 1 position approved in the 2022 budget and the open Wastewater Operator position. Participated in the Grand Valley Stakeholders meeting to discuss the watershed plan, TMDL, and water quality plan. Participated in discussion with Chamberlin Architects regarding the remodel at Civic Center. Met with facilities staff to review annual work plan and assessment of city facilities.

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

- [Ski resorts see relief after recent storms.](#)
- [Area projects receive total of \\$132,930 in GOCO funding.](#)
- [Delta airlines ending Grand Junction service.](#)
- [Shelledy Elementary students carol in front of Fruita Civic Center.](#)
- [Mesa County adopts 2022 budget.](#)
- [Mesa County Libraries closed on upcoming holidays.](#)
- [BLM identifies 36 jobs to date to be based at western HQ.](#)
- [American Rescue Plan set to inject millions of dollars into the Western Slope.](#)
- [Great Outdoors Colorado to fund 18 Road Expansion.](#)
- [Case of omicron variant found in Western Colorado.](#)
- [Fruita-based Sky Peak Technologies approved for Rural Jump-Start Tax Credit.](#)
- [Colorado State Patrol urges drivers to slow down, move over.](#)

**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.):*

- **January 21, 2022** – Night at the Fruita Community Center, 7:00 p.m.
- **February 12, 2022** – Sweetheart Run, 5K/10K, Fruita Community Center at 10:00 a.m.
- **March 4, 2022** – Night at the Fruita Community Center, 7:00 p.m.
- **May 6-8, 2022** – Fruita Fat Tire Festival, North Fruita Desert and Downtown Fruita.
- **May 6-7, 2022** – 18 Hours of Fruita, Highline State Park.
- **June 3-4, 2022** – Mike the Headless Chicken Festival, downtown Fruita.

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 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.