



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JULY 22, 2022  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Workshop**

We have three items on the agenda for this workshop: (1) Design Workshop will present a design concept for the North Mulberry Street closure to receive feedback from Council on, (2) Spirituous tastings at liquor stores discussion, and (3) Operational updates and Retreat preparation. See you Tuesday!

### **Pine Street Bridge Closure Happening this Fall**

A full road closure of Pine Street north of K.4 Road and south of K.6 Road is scheduled to begin on October 3, 2022. This road closure will facilitate the utility relocation work during October in support of the Pine Street Bridge Reconstruction Project at the Little Salt Wash bridge crossing. GA Western is scheduled to begin work on the bridge reconstruction on October 31, 2022. The full road closure is expected to last through May of 2023. The City of Fruita Engineering Department requests that all citizens respect the full road closure as hazardous conditions may exist within the construction area and will be intermittent during the utility relocation portion of the project.

### **Fruita Fourth Friday**

Enjoy Fruita Fourth Friday tonight from 5 p.m. - 7 p.m. on Mulberry Street. Head downtown to enjoy restaurant specials, live music, local art, dancing, and more. After the event, take part in a drum circle in Civic Center Park! Bring your own drum (buckets, pans, and mixing bowls are welcomed and encouraged)! These events are presented by the Downtown Advisory Board. For more information, please find the flyers below.

### **Water Fountain Repairs in City Parks**

Over the past few days, the parks crew worked to repair the majority of the water fountains found throughout the park system. Water fountains at Reed Park, Circle Park, and the Bike Park needed new push buttons for them to work properly. Water fountains are expected to be turned back on in the next few days. These water fountains were damaged by vandalism.

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

## Street Update – Street Striping

Next Monday and Tuesday, the Public Works Department will be leading the Stripe-A-Lot crew throughout the City of Fruita to freshen up our street striping. If you see a city vehicle lead truck using their flashers and horn in traffic, please stop and let them through, they cannot stop at stop signs while the following crew paints lines. Also, please do not pass the paint truck or drive on any lines with cones on them, you will be tracking fresh paint. Please move your vehicles off the street to ensure that we can paint all our lines without breaks. Thank you!

## Weekly FAQ

In every weekly update, we will be answering one question we get asked often from the community. These questions will cover a variety of topics from all city departments. If you have any questions, you think would be valuable for us to share, let us know by emailing [communications@fruita.org](mailto:communications@fruita.org).

- **Question:** What are the community's core values & how does the city utilize these values?
- **Answer:** In 2019, over 4,000 residents participated in the Fruita in Motion Comprehensive Plan process. The plan outlines a vision, goals, policies, and action for the City of Fruita. Through this process, a list of community values emerged. A few of these values include, that residents love living in Fruita, love its small-town feel, and they want to preserve these values far into the future. These values are at the core of the city's vision, goals, and policies not only throughout the Fruita in Motion Comprehensive Plan but throughout every project and service, the city provides to the community.

The following vision was created for the city based on the community values.

*"The City of Fruita values quality of place. It's an inclusive city, with a small-town feel and vibrant downtown, surrounded by public lands. People love to live, work, and play in Fruita because the City facilitates community, safe neighborhoods, family-friendly events, and walking and biking. The City governs in a way that's responsive to its citizens and prioritizes high-impact services and projects. Fruita fosters a fun and funky ambiance around the arts, agriculture, and recreation."*

To read the full list of community values, please [click here](#).

## General Updates

- **Join Mayor Kincaid and me for Ice Cream Next Week!** Come cool off with some Enstrom Candies ice cream next Tuesday, July 26<sup>th</sup> at 4:00 p.m.! This is a great opportunity to ask Mayor Kincaid and me questions on current city projects and topics. We hope to see you there!



- **Regional Roadmaps Recovery Economic Development Partnership.** This week we held an update with all 17 partners and state agencies on this process. Economic Planning Solutions (EPS) presented data for discussion focused on two areas: transportation and manufacturing. EPS also conducted site visits and meetings with the communities and will be preparing a first draft report to the group to be reviewed in late August.
- **Colorado Housing & Finance Authority Open House.** I joined colleagues in the valley for an open house with CHFA this week delivering updates and needs facing our housing challenges and strategies.
- **OPIOID Settlement.** Following Council direction Tuesday night, we have officially opted out and redirected the City opioid settlement funds to the region to be governed by the goals and direction of the regional board that Chief Krouse is a voting member of.
- **Mobile Mesa County July Newsletter.** The July edition of the Mobile Mesa County newsletter is now available and can be found [here](#). It includes updates on Grand Valley Transit in preparation of Back to School, current GVT Promotions, and information on a Community Open House for the Regional Transportation Office, on the first amendment to the 2045 Regional Transportation Plan.
- **Fruita and Palisade Tourism Partnership Selected to Participate in Reimagine Destinations Program.** To continue work on the “Bookends of the Grand Valley” marketing partnership between the Town of Palisade and the City of Fruita, we were recently selected to participate in the Reimagine Destinations grant program with the Colorado Tourism Office. This program provides 100 hours of consulting work for the partnership over the next year to finalize key marketing projects. Also, through this program, the Colorado Tourism Office is providing \$20,000 worth of photo and video assets that can be used for marketing purposes. We are excited to continue work with this partnership as it has been a success and look forward to technical assistance and expertise from the Colorado Tourism Office.
- **FWorks co-working desk space available.** The FWorks co-working space is located on the second floor of the Civic Center and has dedicated desk space available for anyone looking for a work location. Interested workers can visit the FWorks website [here](#).

- **Discover Fruita Radio Show/Podcast.** On Tuesday, the second episode of Discover Fruita aired on KAFM radio. This month's guests were City Councilor Jeannine Purser and me (City Manager Mike Bennett). We talked about the origination of the current Fruita f-gear logo and the Downtown Advisory Board. The episode is available as a podcast on our website [here](#).



## Engineering

- **2022 Concrete Replacement.** Bids for the grinding package for this year's concrete replacement program will close at 1:30 p.m. this Friday. Some concrete locations throughout the city are candidates for grinding instead of full replacements which is less expensive and takes less time.
- **Highway 340 Trail Design.** Responses for design services were due by the end of the day this Friday for the Highway 340 Trail Connection. This connection would start at the existing trail at Red Cliffs Drive, run south along the east side of Highway 340 to the Colorado River, run under the bridge, and connect to the existing trail at the south end of the James M. Robb Colorado River State Park-Fruita Section.

## Parks and Recreation

- **Summer Splash Bash, August 5 from 4:00pm -7:00pm at the Fruita Community Center.** Join other youth in grades 6-12 for swimming in the outdoor pool, music, yard games, snowcones, pizza, and more. This event is free and put on by our Fruita Youth Action Council.
- **Nutrition coaching is now available at the Fruita Community Center.** Lindsey Henslee MS, NASM has joined the FCC team and will be offering a variety of nutrition coaching options. Learn more about the program and find the right fit for you at the Fruita Community Center front desk.
- **Variety of Youth Summer Camps are wrapping up this week.** Our Adobe Creek Golf Camp ended last Friday, Reverent Rhythms Dance camp will wrap up today, and Track and Field Camp is capping their summer session. We have had a great turnout for our many summer programs for youth and are excited for the fall season coming up!
- **Update your information at the Fruita Community Center!** The Fruita Community Center (FCC) is getting ready for a new registration software this fall and we need your help to prepare for

this! When registering for an activity, reservation or pass (whether its online or in person) please make sure your home address, telephone number and email are correct. If not, let us know so we can update your household and continue to provide you with the best customer service possible. If you need to change your information, please call [970-858-0360](tel:970-858-0360) option 1 or stop by the front desk, we would love to see you! Thank you for your help!

- **Thursday Night Concert Series July 28 Frank Bregar Orchestra.** Join us for the FREE Thursday concert with the local Big Band Frank Bregar Orchestra at Civic Center Park. Bring a chair or blanket for the show starting at 7:30. Please leave pets at home for this concert series.
- **Fall Activity Guide available July 28.** Our next activity guide will be available on our website at <https://www.fruita.org/parksrec/activityguide>. Sign up for youth fall flag football and basketball, adult art, senior trips, and more!

## Planning & Development

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

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

- Sycamore Estates Minor Subdivision (Approved) (945 E. Pabor Ave, Fruita CO 81521) (9 Lots)
- Kimston Minor Subdivision (Under Review) (1930 Hwy 6 & 50) (2 Lots)
- Orchard Ridge 4 (Under Review) (17 Road & K3/4 Road) (21 Lots)
- Shannon Minor Subdivision (Under Review) (377 N. Pine Street) (2 Lots)
- Rose Creek Preliminary Plan (Intersection of 19 & K Road, Fruita CO 81521)
- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive. Fruita, CO 81521) (47 Lots)
- Dana Minor Subdivision (Under Review) (317 Pine Street) (3 Lots)
- East Grand Townhomes Minor Subdivision (Under Review) (600 Grand Avenue) (4 Lots)
- Copper Creek West Preliminary Plan (Under Review) (954 19 Road) (138 Lots)

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

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St, Fruita CO 81521)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St, Fruita, CO 81521)
- Monumental Provisions (Issued) (155 N Mulberry St.)
- Grand Skye Site Design Review (Under Review) (715 E. Grand Ave.)
- Grand Valley Storage (Under Review) (1930 Hwy 6 & 50)
- Fruita Apartments (Under Review) (614 Raptor Road)
- West Pabor Right-of-Way Vacation (north of 535 W. Pabor Avenue)
- North Mulberry Street Conceptual Street Design
- Dogleg 1 Annexation (Under Review) (Parcel #2697-213-00-078)
- Dogleg1 Rezone (Under Review) (Parcel #2697-213-00-078)
- Dogleg 2 Annexation (Under Review) (Parcel #2697-213-00-094)
- Dogleg 2 Rezone (Under Review) (Parcel #2697-213-00-094)
- Latigo Annexation (Under Review) (1834 J Road)
- Latigo Rezone (Under Review) (1834 J Road)

- Adele's Acres Annexation (Under Review) (1024 19 Road)
- Adele's Rezone (Under Review) (1024 19 Road)
- The FARM Fruita Arts Recreation Marketplace (Under Construction) (158 Park Square)

### Public Works

- **Building Maintenance Update.** Building Maintenance staff performed electrical repairs and plumbing repairs to the Police Department building.
- **Fleet Maintenance Update.** Fleet staff performed multiple services on vehicles for FCC staff, Public Works staff, and Code Enforcement.
- **Road Maintenance Update.** Road Maintenance staff patched at N. Maple St. and Ottley Ave. and at E. Aspen Ave. and Pine St. They have also been staying on top of right-of-way mowing, weed spraying and street sweeping.
- **Wastewater Treatment Update.** Wastewater Treatment staff replaced an inverter fan that was overheating along with their routine daily and weekly testing, cleaning and maintenance.
- **Admin Update.** Public Works Director met with the Colorado Water Resources and Power Development Authority regarding the State Revolving Loan Fund and infrastructure funding. Public Works and Engineering staff met to discuss fiber installation.

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

- [Greyhound station moves to Horizon; artists space could move into old station.](#)
- [Fruita Monument player to join Wisconsin team.](#)
- [It's farmers market season – pick one, or every one.](#)
- [Grant, donations help Food Bank mobile pantry keep feeding people amid inflation.](#)
- [Second day of boat checks in Loma set for Saturday.](#)
- [D51 Encourages Families to Apply for School Meals.](#)

### 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 28 – August 11, 2022** – Thursday Night Concert Series, Civic Center Pavillion, 7:30 p.m.
- **July 23, 2022 – October 29, 2022** – Farmers Market, Reed Park, Saturdays 8:30 a.m.
- **July 22, 2022** - Fruita Fourth Fridays, N. Mulberry Street, 5:00 p.m.-7:00 p.m.
- **July 22, 2022** – Drum Circle (Part of Fruita Fourth Friday), Civic Center Park, 7:30 p.m.
- **July 26, 2022** – Ice Cream with the City Manager and Mayor Kincaid at Enstroms, 4:00 p.m.
- **August 12, 2022** – One Riverfront Concert at James M Robb Colorado River State Park, 7:00 p.m.
- **August 16, 2022** - Wave Drinks with City Manager Mike Bennett and Councilmember Jeannine Purser, 5:30 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](mailto:communications@fruita.org)



**FRUITA** **FREE!**

**FOURTH**

**Mulberry Street**  
 April 22 • May 27 • June 24  
 July 22 • August 26

**FRIDAYS** 5:00-7:00 pm  
**2022**

**DOWNTOWN RESTAURANT SPECIALS  
 LIVE MUSIC • DANCING • LOCAL ART**

Presented by the Fruita Downtown Advisory Board

BOOTH INFO:  
 HAPPY TRAILS COLORADO  
 970.639.8165

**FRUITA FOURTH FRIDAY**

**DRUM CIRCLE**

**BYOD\***

**JOIN US AT CIVIC CENTER PARK!**

**JULY 22 @ 7:30pm**

**\*BRING YOUR OWN DRUM**





# 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.