



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: AUGUST 18, 2023  
Re: WEEKLY INFORMATION UPDATE

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

We have two regular agenda items and two proclamations requests to discuss at our workshop on Tuesday. The first item is to provide the City Council and 2Forks Ventures an opportunity to discuss the old Lagoon's Development, or as we are calling it, the "Beach" Development. The second item on the agenda is to have a broader discussion about Code Compliance and staff will give an overview of more common Code-related complaints and responses. After those two items, the Council will consider two proclamations requests. See you on Tuesday!

### **Cops and Cars Show Recap**

Last Saturday, the Fruita Police Department hosted the Cops and Cars Show at Little Salt Wash Park. All proceeds from the event went to Special Olympics Colorado. It was a fantastic event with over 120 cars participating. The event raised \$10,000 for Special Olympics, and it wouldn't have been possible without the help from Alpine Bank, Red Rock Auto Group, the Wheel West Car Club, and Family Health West. Thank you to everyone who came out to the show!

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



### **Update to Current Development Project Webpage**

The [webpage listing current development projects](#) has been updated to provide more relevant and timely information about each project. Now, users can see the status of each project, whether the project is under review, has been approved, or is under construction. We will be reviewing and updating these projects regularly. For example, if you take a look at the LDS Church, you can see it is approved and under construction, and residents can expect to see crews working on the lot starting next week.

### **Boards and Commissions Mixer Event Next Wednesday**

As a reminder for all of our Boards and Commission members, next Wednesday night, we are hosting a mixer event at the Fruita Community Center for all volunteers. The mixer event will be an opportunity for all members to come together, network, and learn about what each Board is working on. Each Board will provide roundtable updates, and dinner will be provided. The event is from 6-8 p.m. in the meeting rooms at the Community Center – we hope to see you there!

## **Fog Coating (part of the Chip Seal Project) Starting Next Week**

Chip sealing operations are now complete, and crews will begin the next step in the project. Starting Monday, August 21, 2023, crews will begin the fog coating process to finish the project. Crews will begin on the north side of Fruita and is expected to take a week to complete before moving to the south side of Fruita. **The fog coat sealant takes about few hours to dry, and drivers need to take caution when driving on the roads to reduce the risk of tracking oil.**

## **Fiber Construction Update (Continued)**

Next Week (Week of August 21, 2023), Clearnetworkx/Deeply Digital, an internet service provider, will be constructing along Cotton Woods, Canterbury Park, Aspen Village, Grace Park, J 3/10 Road (from Pine Street to Fremont Street), J 2/10 Road (from Pine Street to Fremont Street), J Road (from Pine Street to Fremont Street), and Windsor Park. For questions and comments on fiber internet, please call Clearnetworkx/Deeply Digital at 970-240-6600. Learn more about fiber internet in Fruita at [fruta.org/fiberinternet](http://fruta.org/fiberinternet).

## **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@fruta.org](mailto:communications@fruta.org).

- **Question:** When is the E-Waste Recycling event?
- **Answer:** The annual e-waste recycling event is happening on Saturday, October 7 from 9 a.m. - 1 p.m. at the Fruita Civic Center parking lot. Fruita residents can drop-off old electronics they want to dispose of. [Please visit the event webpage for details on what items can be dropped off.](#)

## **General Updates**

- **Coffee Club with Janie Van Winkle.** I attended this event this morning and appreciate Janie educating us on the successes and challenges of the cattle industry. I learned a lot and hope we can find ways to better support the industry.
- **Draft 2023 Mesa County Wildlife Protection Plan.** Mesa County released the Draft 2023 Community Wildfire Protection Plan. Residents can see if their home or community is at risk of a wildfire. Mesa County is also seeking community input on the plan and are taking comments until August 27, 2023. [View the plan online.](#)
- **Waste Management Monthly Report.** In July, Fruita residents recycled 48 tons of bottles, cans, paper, and cardboard. Year-to-date, have recycled 366 tons of materials, and we are on track to beat our recycling goal for the year. Great job Fruita! The full report from Waste Management can be found below.
- **Discover Fruita Radio Show.** On this month's episode of Discover Fruita, Assistant City Manager Shannon Vassen shared about Fruita's tourism marketing efforts, including marketing strategies, the use of lodging tax, why visitors travel to Fruita, and more. The episode will be available online at [bit.ly/discoverfruta](http://bit.ly/discoverfruta) in the next week.

- **Co2uT Economic Impact.** Co2uT is a gravel biking race that happens each year in Fruita, CO. The race is hosted by Desert Gravel, and this year's race which took place on May 14, 2023, had an economic impact of \$633,800. In total, there were 1,077 participants and 4,225 night stays associated with the festival with 19% of participants staying in a Fruita hotel, 16% staying in a Grand Junction hotel, 21% staying in a Fruita short-term rental, 7.5% staying in a Grand Junction short-term rental, and 9.5% camping.
- **Meeting with GJEP.** This morning, I had the opportunity to meet with the Executive Director of the Grand Junction Economic Partnership ("GJEP"), to discuss our partnership with GJEP and our agreement with the organization. One of our Economic Development goals this year is to either create or update our memorandums of understanding with our economic development partners to clarify roles, align goals, and to manage expectations. I will be meeting with all our partner agencies this month and next to work on this. Also, we will have each of these partners present to the City Council throughout the month of September.
- **Fall 2023 City Link.** The next City Link edition is being finalized and will be sent to the printer next week. Fruita residents can expect to receive the newsletter in their mailbox in early September.

## Engineering

- **Pine Street Bridge Update.** Mays Construction mobilized to the site on Tuesday and began work on the curb, gutter, and sidewalks (C, G, & SW). The work by Mays Construction ties all the existing C, G & SW along Pine Street into the new bridge. There remains one portion to complete on the southwest corner of the project which was left out to ensure access to the residents in that area. Mays Construction intends to complete the last of the C, G & SW next Monday. GA Western will re-mobilize to the site next week to prepare the bridge deck by sandblasting the surface and then applying the epoxy coating to the bridge deck.



## Parks and Recreation

- **Game Night.** Last night was the first game night of the season at Civic Center Park. We had volleyball, cornhole, Spikeball, and more for the community to partake in. We even had live music by the Altacoustics! Unfortunately, we had to end the night early due to lightning. The next game night will be hosted on Thursday, August 31, from 5:30 p.m. - 8:00 p.m.



- **Indoor Pool Closed Friday Afternoon.** The Fruita Community Center indoor pool will be closed this afternoon from 11:00 a.m. - 6:30 p.m. for maintenance to the plumbing that feeds water through the system. We appreciate the community's patience!

## Planning & Development

To see active reviews of current projects, you may visit:

[https://www.fruita.org/projects?field\\_project\\_status\\_value=All&field\\_project\\_type\\_tid=36&keys=](https://www.fruita.org/projects?field_project_status_value=All&field_project_type_tid=36&keys=)

### Major/ Minor Subdivisions:

- East Grand Townhomes Minor Subdivision (Approved) (600 Grand Avenue) (4 Lots)
- Copper Creek West Preliminary Plan (Approved) (954 19 Road) (138 Lots)
- Iron Wheel 2 Final Plat (Under Review) (19 Road) (46 Lots)
- Adele's Acres Subdivision (Under Review) (1024 19 Road) (48 Lots)
- Kismet Minor Subdivision (Under Review) (460 N. Mesa St) (3 Lots)

### Site Design Review/ Other Applications:

- Ottley Suites Site Design Review (Under Review) (722 Ottley Avenue)
- Pediatric Dental Specialists Site Design Review (Under Review) (101 Jurassic Avenue)
- 18 & K Road Rezone (Under Review) (Parcel #2697-162-21-001)
- The Fruita Mews (Under Review) (1138 18.5 Road)
- Berg Annexation & Rezone (Under Review) (1806 J 3/10 Road)
- The Church of Jesus Christ of Latter-Day Saints Site Design Review (Under Review) (417 E Ottley Ave)
- 616 E. Grand Avenue Conditional Use Permit (Under Review) (616 E. Grand Avenue)
- 1824 J 2/10 Road Annexation and Rezone (Under Review) (1824 J 2/10 Road)

- A Storage Place Site Design Review and Minor Subdivision (Under Review) (1960 & 1966 Hwy 6 & 50)

## Public Works

- **Utilities Updates.** Utilities staff completed 41 utility locates this week and continues to work on irrigation repairs.
- **Fiber Installation Update.** Public Works staff meets weekly with representatives from Deeply Digital regarding the installation of conduit for fiber throughout the community. This provides an opportunity to get updates on areas they are working in and address any issues as it relates to the installation of this infrastructure. If there are questions or concerns regarding the work being done, please contact any of the following contacts:
  - City of Fruita Public Works at (970)858-9558
  - Jonathon Cook, Deeply Digital at (970)497-5813, email: [jcook@deeplydigital.com](mailto:jcook@deeplydigital.com)
  - Kendal Browning, Construction Manager at (970)417-8091, email: [kendall.browning@deeplydigital.com](mailto:kendall.browning@deeplydigital.com)
- **Sewer Capital Projects.** Public Works staff met with Hensel Phelps – Construction Manager at Risk (CMAR) for the city’s capital projects including H2S Mitigation and Biofilter Project and Aeration Project. The city has received the first 8 replacement manholes and the remaining are expected the week of August 28<sup>th</sup>. Mobilization is expected the week of September 4<sup>th</sup> with construction beginning the week of September 11<sup>th</sup>.
- **Training from CDPHE.** Public Works Director participated in the CDPHE (Colorado Department of Public Health and Environment) – Clean Water Quarterly webinar.

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

- [How a Fruita icon survived extinction.](#)
- [Fruita’s new quarterback is patient, leads by example.](#)
- [First confirmed case of West Nile virus in Mesa County.](#)
- [Mesa County Officials seek input on wildfire protection plan.](#)
- [Bike in the USA: Perry finishes longtime cross-country biking goal.](#)
- [Mesa County to lift fire restrictions.](#)
- [Fruita grade reconfiguration process still taking shape.](#)

## UPCOMING EVENTS *(Please let Jennifer Cupp know if you plan to attend so we can RSVP for you)*

- **August 23, 2023** – Board and Commission Mixer Event, Fruita Community Center, 6:00 p.m. - 8:00 p.m.
- **August 26, 2023** – From Soil to Supper Dinner by the FACC, Fruita Civic Center Park, 5:30 p.m., RSVP required.
- **August 31, 2023** – Family Game Night, Civic Center Park, 5:30 p.m. - 8:00 p.m.
- **September 9, 2023** – Tour of the Moon, Colorado National Monument, 8:00 a.m. - 5:00 p.m.
- **September 13, 2023** – Community Hospital VIP Grand Opening Adventure Academy, 2373 Adventure Lane, 5:30 p.m. - 7:30 p.m., RSVP Required
- **September 15, 2023** – Movie Night at Civic Center Park, Movie will Start at Sunset.

- **September 21 – 24, 2023** – Fruita Fall Festival, Downtown Fruita, Open Venue.
- **October 6, 2023** – Movie Night at Civic Center Park, Movie will Start at Sunset.

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)



## CITY OF FRUITA JULY 2023 RECYCLING BENEFITS

48 tons of bottles, cans, paper and cardboard were recycled by the community this month.

This month's recycling efforts saved the following resources:

### 769 Mature Trees

Represents enough saved timber resources to produce 13,071,700 sheets of printing and copy paper!

### 111 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 141 people!

### 110,740 kWh of Electricity

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

### Avoided 131 Metric Tons (MTCO<sub>2</sub>E) of GHG Emissions

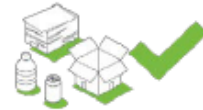
This GHG reduction is equivalent to removing annual emissions from 28 passenger vehicles!

### 234,162 Gallons of Water

Represents enough saved water to meet the daily fresh water needs of 3,122 people!

To learn more about recycling, visit [WM.com/RecycleRight](https://www.wm.com/RecycleRight).

### Always remember to Recycle Right



Recycle clean bottles, cans, paper, and cardboard.



Keep food and liquid out of your recycling.



No loose plastic bags and no bagged recyclables.

#### PREPARED BY WM

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 WM.

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Notes: GHG = Greenhouse Gas; MTCO<sub>2</sub>E = Metric Tons of Carbon Dioxide Equivalent





# 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.