



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: AUGUST 25, 2023
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

Our meeting on Tuesday is a continuation of two items that were discussed at the July 18, 2023, City Council meeting, regarding the potential sale of properties on Glade Park. There are two items on the agenda for this meeting. The first item is to review and discuss an offer for the sale of Enoch Lake, and the second item is for a two-acre parcel on Glade Park. When available, the agenda for the meeting and the link to watch can be found at this link: [City Council Meeting – August 29, 2023](#). Public comments on either agenda item can be provided at the meeting or email to communications@fruita.org prior to the meeting.

Boards and Commissions Mixer Event Recap

On Wednesday night, members from every board and commission came together at the Fruita Community Center for a night of networking and appreciation. Thank you to everyone that came out! We hope you found the event beneficial, and we hope to do more events like this in the future.



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

Grand Valley Transit Suspending Operations Until Further Notice

This afternoon, we were informed that the Grand Valley Transit will be suspending all fixed route operations until further notice. This suspension is due to challenges with fueling the bus fleet, after recent storms. For more information on this, you can visit GVT's website: [Grand Valley Transit Website](#).

Snooks Bottom Water Monitoring

With warmer temperatures, it is very common this time of year for lakes to produce algae. Our Parks and Recreation Department, working with Colorado Parks and Wildlife and the Colorado Department of Public Health, is monitoring the lake and testing regularly for toxic algae. At this time, there are no concerns for toxic algae at Snooks Bottom. However, Snooks Bottom is not designated or intended for swimming, but it is a popular destination for paddle boarding and kayaking. Please use caution when recreating at Snooks Bottom.

Fog Coating (part of the Chip Seal Project) Continued

Chip sealing operations are now complete, and crews started the fog seal process last week. Residents can expect to see crews fog sealing next week and potentially into the following week. With the rain over the past few days, this process is taking longer than expected. Crews will finish fog coating the Aspen Village subdivision, North Mulberry, Cedar Street, Grand Avenue, and a portion of Ottley. After completing these roadways they will move to the north 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 28, 2023), Clearnetworx/Deeply Digital, an internet service provider, will be constructing along Cotton Woods, Canterbury Park, Cougar Run, Bobcat Way, Catalina Avenue, Logan Lane, and Satterfield Avenue. For questions and comments on fiber internet, please call Clearnetworx/Deeply Digital at 970-240-6600. Learn more about fiber internet in Fruita at fruita.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@fruita.org.

- **Question:** Where can I learn more about Fruita's history?
- **Answer:** There are many ways to learn more about Fruita's history! Head to the library, join the Historic Preservation Board on their walking tour during the Fruita Fall Festival, pick up a Fruita history coloring book from the Civic Center, or check out the Lower Valley Heritage Room on the second floor of the Fruita Civic Center. There is an open house in the room this Saturday, August 26 from 10 a.m. - 2 p.m. Check it out!

General Updates

- ***Busy Weekend in Downtown Fruita!*** There are several events happening throughout downtown Fruita this weekend. Tonight, is the final Fruita Fourth Friday at Civic Center Park from 5:00 p.m. - 8:00 p.m. Fruita Fourth Friday includes art, music, and food! Tomorrow morning is the Fruita Farmers Market at Reed Park, and tomorrow night, is the Soil to Supper event at Civic Center Park. If you are interested in learning more of about these events, you can visit our website here: [GoFruita Upcoming Events](#).
- **WCAG 2.1 AA Meeting.** Communications and Engagement Specialist Ciara DePinto met with other municipalities on the Western Slope to discuss how everyone is implementing changes to meet the WCAG 2.1 AA guidelines for digital accessibility. House Bill 21-1110 states that Colorado government entities need to be compliant with WCAG 2.1 (Web Content Accessibility Guidelines) by July 1, 2024. Currently, we are working on creating training guides and best practices for employees while also finding solutions to fix any current accessibility issues on our website.
- ***Meeting with the Business Incubator Center.*** On Wednesday morning, I had the opportunity to meet with Dalida Bollig, the Executive Director of the Business Incubator Center. As part of our economic development goals for this year, we are meeting with each of our local and regional partners to discuss our agreements, management expectations, clarify roles, and align goals. It was a great meeting! Each of our economic development partners will present to the City Council throughout the month of September and possibly October.
- ***GoFruita Photoshoot.*** Our marketing consultant for GoFruita, along with a photography and videography crew, will be out and about around Fruita today and tomorrow for a photoshoot. One of the goals each year of our marketing efforts is to continue to build our photo and video assets. The photoshoot this weekend is focused on getting photos of our businesses, hiking on some of our public lands, and some of our special events (with three occurring this weekend). Once we receive the photos, we will upload them to our Flickr Account for GoFruita. These photos are available for any business to use when marketing Fruita. If you are interested in seeing some of our photo/video assets that we use for tourism, they can be seen here: [GoFruita Flickr](#).

Engineering

- ***Pine Street Bridge Update.*** GA Western re-mobilized to the site to prepare the bridge deck by sandblasting the surface. The application of the epoxy coating was delayed until next week due to the unsettled weather patterns this week. There is one chance to apply the epoxy coating correctly, with a small amount of rain being detrimental to the finished product. GA Western chose to delay the application until the chance for rain diminishes.



Parks and Recreation

- **AV Equipment fixed on treadmills.** After months of inconsistencies with audio/visual services, treadmill users can once again utilize the attached TVs to enjoy their favorite broadcasts. FCC staff were able to coordinate with Charter/Spectrum to gather the necessary information to repair the radio frequency connections. Members can access a wide range of channels on basic stations for news as well as cable stations, including ESPN, USA, Altitude Sports, and more. Unfortunately, this solution is only temporary. New technology will be rolled out in the 3rd quarter of 2024 through Spectrum Communications which will hopefully result in a permanent technology fix for our equipment. Our goal will be to ensure the transition is seamless resulting in little to no interruption of services.
- **Best of the West.** The Fruita Community Center has been voted by the residents of Mesa County as one of the top three *Best of the West* Winners in the category of “Kids ’Recreation Activity/Club.”
- **Last Day at the Outdoor Pool/Dog Daze.** The outdoor pool at the Fruita Community Center will close for the season on Monday, September 4. After the pool closes to the public, all dogs are invited to swim in the pool during the annual Dog Daze event on September 5 from 4 p.m. - 6 p.m.

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=

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

- **Utility Locates.** Utilities staff completed 45 utility locates.
- **H2S and Aeration Projects.** The Public Works Director, Superintendent, and Wastewater Reclamation Facility staff met with Hensel Phelps at the WWRF to discuss the upcoming H2S and Aeration projects. Both projects have been pushed forward one week due to delays in the delivery of manholes. Currently, mobilization will start the week of September 4th and construction will begin the week of September 18th.
- **Pavement Assessment.** Public Works staff and Engineering staff met with our vendor regarding the Pavement Assessment project. We discussed various treatment strategies and parameters associated with each treatment. Quality control on the data continues as they will evaluate several more streets to ensure the data is correct.

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

- [Mesa County hopes to gain tech hub designation.](#)
- [What could make water use on farms efficient? Artificial intelligence, according to one researcher.](#)
- [Colorado Mesa University students can ride bus for free.](#)
- [Fruita teen marks two years of running 1 mile a day.](#)
- [Hidden gems of Colorado's Western Slope include sandstone arches, James Beard-quality dining.](#)
- [Development director joins Colorado West Land Trust.](#)
- [Fruita makes the most of its chances in rout over Central.](#)
- [15 Photos You'll Only Understand If You Hail from Colorado.](#)
- [No bones about it: Amateurs learn hands-on paleontology through local club.](#)
- [Fruita's Final Fourth Friday.](#)

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

- **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



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.