



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 7, 2023
Re: WEEKLY INFORMATION UPDATE

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Fruita Community Center Closed Sunday, April 9, 2023

The Fruita Community Center will be closed on Sunday, April 9, 2023, in observance of Easter Sunday.

Fruita Bark Park Celebration

The Fruita Bark Park is almost ready for its official opening. On Monday, April 17th at 4 p.m., members of the community are invited to come celebrate the new space. We will have a few dog toy giveaways, treats for the dogs, and cookies and light refreshments for the humans.

FRUITA
COLORADO

Grand Opening
**FRUITA
BARK PARK**

**MONDAY,
APRIL 17
4:00 PM**

Located at 552 Jurassic Court - South of the Dinosaur Journey Museum.

Come celebrate Fruita's first official dog park!

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

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 are the best areas to park in downtown Fruita and is there free parking available?
- **Answer:** Visitors to the downtown area can park along Aspen Avenue, many side streets, and there are larger parking lots available in the downtown area. The Civic Center parking lot is a great option for larger vehicles. [Check out this online interactive map to find all the parking areas in downtown Fruita.](#) Parking is free but please limit your time to 2 hours.

General Updates

- **Ribbon Cutting for Urgent Care.** Family Health West (“FHW”) and the Fruita Chamber of Commerce will be hosting a ribbon cutting for the new Urgent Care on Wednesday, April 26, 2023, at 12:00 p.m. The FHW Urgent Care will be located at Kokopelli Drive, Unit #2, right next to the FHW Primary Care. Congratulations to Family Health West on the opening! This fills a need in our community, and we are excited to see a urgent care in Fruita.
- **One Riverfront Concert Schedule.** One Riverfront and the Colorado Riverfront Foundation have announced their concert series for the 2023 season at the James M Robb State Park. The concert dates are June 2 and August 12. [Learn more about the concerts in their recent newsletter.](#)

Administration

- **Blood Drive.** The City of Fruita will be hosting a blood drive in the Civic Center Parking lot on Tuesday, April 18, 2023, from 12:00 p.m. to 3:30 p.m. All donors who come and give blood will receive a \$10 amazon gift card. If you would like to make an appointment to donate, you can at this [link](#). Thank you for helping save lives!

Engineering

- **North Mulberry Street Outdoor Plaza Update.** More decorative concrete and curbing was installed this week, as well as electrical lines for planter and string lights. More concrete curb & gutter is slated to be installed today, Friday, April 7th. Visitors and residents will really start to see things coming together next week, as the remainder of the decorative concrete will be placed and the landscaping contractor will be working on installing decorative brick pavement.
 - Important Note: Starting April 14th, parking and alleyway traffic will be impacted on the north end of the project for the contractor to regrade. This closure is expected to last about two weeks, but pedestrian access should still be available on the east side of the project. Thank you for your patience while we’re under construction and please remember to use caution when walking near the construction zone.
- **Pine Street Bridge Update.** GA Western successfully placed concrete for the bridge deck. Given the cold temperatures this week the bridge was covered with concrete blankets and allowed to cure through the week. Work will begin again next week.



Marketing and Promotion

- **GoFruita Newsletter.** The latest edition of the GoFruita Newsletter went out this week and can be found here: [Kicking Off Spring in Fruita.](#)

Parks and Recreation

- **Easter Egg Scramble had 200 participants!** Even with intermittent snow and cold weather, we had a great turnout for the annual Easter Egg Scramble. Kids were able to visit the easter bunny to receive a special egg and then participate in gathering over 8,000 eggs in the FCC Backyard.
- **Fruita Youth Action Council Basketball Tournament.** The FYAC group hosted their first 3v3 basketball tournament on April 1 for youth. 12 teams participated and they are looking forward to continuing the tradition in coming years.
- **New Personal Trainer at the FCC** We have a new addition to the personal training team, Dennis. Dennis joins Tracy and Krista as a resource for our community to find guidance, motivation and education in fitness.

Planning & Development

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

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)

Police Department

- **Calls for Service Statistics.** In March 2023 the Grand Junction Regional Communications Center logged 849 calls for service for the Fruita Police Department. This compares with 697 calls for service in March 2022, showing a 22% increase. Year to date, we are at 2,654 calls for service in 2023 compared with 1,830 this time last year, showing a 45% increase. It should be noted that the majority of that increase results from a change in the way we are tracking officer-initiated activities.

Public Works

- **Irrigation.** The City wide irrigation startup date has been pushed back until April 17th. If you belong to an HOA, you will need to contact your HOA for their startup date. You can find that information here: <https://www.fruita.org/publicworks/page/fruita-hoa-contacts>
- **Welcome Ryan!** Ryan Malaska recently accepted the mechanic position with our Fleet department. Welcome aboard, Ryan!

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

- [Natural Wonders in Fruita, Colorado: The McInnis Canyons – Only In Your State.](#)
- [Local businesses raise money for 2,517 Food Bank of the Rockies meals.](#)
- [District 51 to opt into state Healthy School Meals for All program.](#)
- [Rocky Mountain PBS in Western Colorado.](#)
- [School District 51 is always evaluating its safety measures.](#)
- [Mesa County launches push to shop Japanese Beetle.](#)
- [Rocky Mountain PBS gets new home in Fruita.](#)

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

- **April 7, 2023** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course, 9:00 am.
- **April 15, 2023** – Fruita Area Chamber of Commerce Annual Banquet, Fruita Community Center, 5:00pm – 10:00 pm
- **April 14-16, 2023** – Desert RATS Trail Running Festival, Kokopelli Trailhead, Open Venue
- April 17, 2023 – Fruita Bark Park Celebration, 552 Jurassic Court, 4:00 p.m.
- April 18, 2023 – Beer or Root Beer with City Manager Mike Bennett and City Councilor Jeannine Purser, Copper Club Brewery, 5:00 p.m.
- **April 26, 2023** – Ribbon Cutting for Family Health West Urgent Care, 401 Kokopelli Drive Unit #2, Fruita, Co 81521.
- **April 27, 2023** – Western Colorado Economic Summit, presented by Grand Junction Economic Partnership.
- **April 28, 2023** – Fruita Fourth Fridays, FARM 160 S. Park Square, 5 p.m. - 8 p.m.
- **April 29, 2023** – Spring Clean Up, City Shops, 8:00 a.m. - 2:00 p.m.
- **May 5-6, 2023** – 18 Hours of Fruita, Highline Lake State Park, Open Venue
- **May 5-6, 2023** – Adventure Fest, 18 Road Trailhead, Open Venue
- **May 12-14, 2023** – Fruita Fat Tire Festival, Downtown Fruita and 18 Road Trailhead, Open Venue
- **May 14, 2023** – Co2uT, Downtown Fruita, Open Venue
- **June 2-3, 2023** - Mike the Headless Chicken Festival, Downtown Fruita, Open Venue
- **June 8, 2023** - Thursday Night Concert Series - The Drunken Hearts (Americana), Civic Center Park, 7:30 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.