



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 6, 2023  
Re: WEEKLY INFORMATION UPDATE

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### **North Mulberry Street Outdoor Plaza Update – Week of January 6**

Construction for the North Mulberry Street Outdoor Plaza was originally scheduled to begin this week. However, due to weather and delays in materials being delivered, the contractor anticipates starting the underground work around January 15. You may see construction fencing and more signage in the project area next week.

### **Fruita Civic Center Construction**

Construction for the expansion of office space on the first floor of the Fruita Civic Center is slated to begin in the next couple of weeks. You may see fencing and signage start to go up around the building next week. The construction project will be adding seven offices and shared workspace for City staff in the Administration and Community Development Departments.

### **Registration Open for Sweetheart Race**

The Sweetheart 5k/10k race will be held on Saturday, February 11, 2023, on the Riverfront Trail. The 10k will begin at 10:00 a.m. and the 5K will begin at 10:30 a.m. Both races will begin and end at the Fruita Community Center. Registration is now open! Learn more and sign up today at <https://www.fruita.org/parksrec/page/sweet-heart-run>

### **Mulberry Street Plaza Items for Sale (Continued)**

With the North Mulberry Street Outdoor Plaza project beginning, crews have disassembled the tents and yurt and will be listing those items for sale on Govdeals. Anyone can bid on these items; you will just need to create an account ahead of time. The website for bidding is [GovDeals.com](https://www.govdeals.com). After getting to the website, click on "Buyer Registration" in the upper right-hand corner of the page. Fill in all required fields and click on "I agree to the terms and conditions" at the bottom of the page. Once you have registered, you will receive confirmation/verification emails. One of those emails will instruct you to follow a link and upload a copy of a utility bill of some sort, so they can verify your address. It could take up to 24 hours after registering as a buyer before you receive that email. Once you've submitted your verification document, it can take up to another 24 hours for GovDeals to verify all

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your information. Once the verification process is complete, you should have full access to start bidding. GovDeals does make everyone go through a probationary period and limits the amount of bidding an individual can perform. The account probation is outlined at GovDeals.com.

## 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:** Did utility rates change for 2023?
- **Answer:** Yes, following the adoption of the 2023 budget, a handful of utility rates changed and went into effect on January 1, 2023. To view the 2023 utility fees and charges, please visit the [2023 Utility Fees and Charges](#) page on our website. These changes can also be found in the winter edition of the [Fruita newsletter, City Link](#), which was mailed to all residents in mid-December.

## General Updates

- **Happy New Year!** From everyone here at the City of Fruita, Happy New Year Fruita!
- **New Director of BIC.** I had a great meeting this week with Dalida Bollig, the new Executive Director of the Business Incubator Center. Dalida brings a tremendous amount of diverse economic development experience to the position, and we are very excited to work with her in this role. We are reviewing the alignment of our organization's goals and partnerships.
- **January Business After Hours (continued).** The City of Fruita will be hosting the Chamber Business After Hours Thursday, January 12, 2023, at 5:30 p.m. at the Fruita Community Center. We hope you can join us!
- **JIC (Joint Information Center) Meeting.** On Thursday, Communication and Engagement Specialist Ciara DePinto attended the monthly Mesa County JIC meeting comprised of other local communication professionals are the Grand Valley. If/when a large-scale incident occurs in the Grand Valley, this group is a resource in managing the various communication efforts that would be needed. St. Mary's hosted this month's meeting providing the group with a tour of the hospital, showing the group their communication plans, and shared how their communication team handled crisis communication during an Officer involved shooting in the summer of 2021.



## Engineering

- ***Pine Street Bridge Update.*** Construction activities were resumed on January 3, 2023, after the Holiday work suspension. GA Western backfilled Retaining Wall 2 and prepared the site for driving the piles on the south side of the Little Salt Wash. Riprap was delivered to the site and placement along the south bank of the Little Salt Wash was started. Colorado Piling Service installed the piles for the south abutment of the new bridge.

## Parks and Recreation

- ***Fruita Community Center 2022 Year End Stats***
  - 175,759 visits
  - 2,074 items sold at the front desk shop
  - 2,257 visits of kids aged 6 months to 9 years at RecRats
- ***Last chance to register for the Biggest Change Challenge!*** By participating in this program, you will receive workouts, meal plans, weekly challenges, trainer and nutritionist support, and more. The program runs from January 9 - February 19 for adults 18+. Registration is required by January 7 and has a fee of \$123. Register at [fruita.activityreg.com](https://fruita.activityreg.com).
- ***Limited Spots left in Teen Weightlifting!*** Teens aged 14-17 can learn proper form and strength training in these Sunday session classes. The next session will start on January 8<sup>th</sup> at 9:30 am - 11:00 am with a fee of \$40 for the full session.
- ***Next session of Youth Dance starting Next Week.*** Our ballet/contemporary and jazz funk classes will be moving over to the Fruita Community Center starting with this session. Classes available for ages 6-14 years.

## Planning & Development

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

### Major/ Minor Subdivisions:

- Cider Mill Estates Final Plan (Under Review) (960 Stone Mountain Drive) (47 Lots)
- Dana Minor Subdivision (Approved) (317 Pine Street) (3 Lots)
- 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)

### Site Design Review/ Other Applications:

- 111 S. Mesa Street Site Design Review (Under Construction) (111 S. Mesa St)
- 204 S. Mulberry Street Site Design Review (Under Construction) (204 S. Mulberry St)
- North Mulberry Street Conceptual Street Design (Approved/Under Construction)
- The FARM Fruita Arts Recreation Marketplace (Under Construction) (158 Park Square)
- 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)

## Police Department

- **Staffing Update.** Officer Logan Hunt has left the department after five years of dedicated service to pursue opportunities in another industry. We wish Logan all the best. We currently have two active police officer vacancies.
- **Calls for Service Statistics.** In December 2022 the police department answered 697 calls for service compared with 541 in December 2021 accounting for a 29% increase. Year to date in 2023 we have responded to 8,695 calls for service compared with 8,478 in 2021, equaling a 3% increase.

## Public Works

- **Fruita Mountain Water Properties.** City staff met with representatives from Jones & DeMille Engineering for a kick-off meeting to begin the Preliminary Investigative Feasibility Study for the city's Mountain Water properties. This project is funded by the NRCS through a grant program.
- **Fleet Services.** The fleet services team worked on prepping a vehicle for the new Building Division staff who begin next week.

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

- [Mesa County Encourages Residents to update Broadband Map.](#)
- [National Park 2023 Free Entrance Days and Participating Colorado Locations.](#)
- [Central and Fruita's rivalry heats up.](#)

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

- **January 12, 2023** – Business After Hours with the City of Fruita, Fruita Community Center, 5:30 p.m.
- **January 26, 2023** – City Engagement Series with Fruita Police, Einstein Bagels, 8:00 a.m.
- **January 31, 2023** – City Council at Municipalities Dinner, 455 N. 22<sup>nd</sup> Street, Grand Junction, 6:00 p.m.
- **February 11, 2023** – Sweetheart 5K/10K Run, Fruita Community Center, 10:00 a.m.
- **February 24, 2023** – City Engagement Series, Coffee with the City Manager, Aspen Street Coffee, 8:00 a.m.
- **April 14-16, 2023** – Desert RATS Trail Running Festival, Kokopelli Trailhead, Open Venue
- **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

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.