



FRUITA

COLORADO



Weekly Info Update

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 16, 2024
Re: WEEKLY INFORMATION UPDATE

City offices will be closed on Monday, February 19, 2024, in observance of Presidents Day. There will be no impact on the trash and recycling schedules. The Fruita Community Center will be open but there will be no fitness classes.

Tuesday's City Council Meeting

Tuesday's meeting will start with recognizing past Downtown Advisory Board members for their time and dedication to the board over the past 12 years. With their support, the board was successful in serving downtown Fruita. After the recognition, the Localism Committee will share their recommendation after spending the last few months reviewing the need for a Localism Board. The meeting will continue with a presentation from Grand Junction City Councilman Cody Kennedy to consider a Grand Valley Secondhand Tax Initiative, and a proclamation for antisemitism. There are several items on the consent agenda, and two legislative public hearings on the removal City Council liaisons as voting members on the Tourism Advisory Council, Parks & Recreation Commission and the Police Commission. On the Administrative Agenda is an appeal of the Fruita Planning Commission's decision on a request for a Conditional Use Permit for a drive-thru facility for a retail fueling station. The meeting will end with council reports and actions and an executive session for the City Attorney's annual, informal review.

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

Sweetheart Run Recap

The 2024 City of Fruita Sweetheart 5K and 10K was a huge success this year with 444 runners registered for this year's race! We want to give out a big thank you to each runner, volunteer, and especially the Fruita Parks and Recreation team for making it such a fun day!



Notifications on Traffic Impacts from Projects | Email Subscription (Continued)

The City of Fruita will now offer an email subscription for notifications on traffic impacts from projects. Interested residents can [sign up to receive email notifications online](#). As necessary, the City of Fruita will send out email notifications for upcoming traffic impacts and updates on current ones.

2024 Regular Municipal Election Information (CONTINUED)

The City of Fruita regular municipal election will be held on April 2, 2024, and will be conducted by mail ballot and ballots will be sent out to registered voters in mid-March 2024. The ballot will include the election of one Mayor for a two-year term and three City Council members for four-year terms each. Learn about the [City Council Candidates online at Fruita.org](#). On February 28, 2024, the Fruita Area Chamber of Commerce will host a candidate forum open to the public at Fruita Monument High School starting at 6:00 p.m.

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:** Does the City of Fruita provide information on transportation and parking?
- **Answer:** Yes, check out fruita.org for helpful information on public transportation, biking/walking routes, and the best places to park in downtown Fruita. You can also read about the City of Fruita's transportation plans with an interactive map.

General Updates

- **2023 December Financial Reports.** The year-end (unaudited) 2023 financial reports are available in the packet for next week's meeting and can be found here when available: [Fruita City Council Meeting – February 20, 2024](#). Here is a recap of our major sources of revenue from 2023:
 - **City Sales Taxes** – Sales tax collections ended the year at an increase of 5%, and 6% overall compared to 2022.
 - **Use Taxes on Building Materials** – We're down 23% in December, ended the year at a decrease of 11% compared to the prior year.
 - **Use Taxes on Motor Vehicles** - Decreased of 12% in 2023 compared to 2022, still ended ahead of projected budget amounts by 10%.
 - **Lodging Taxes** – December 2023 lodging taxes were up 100% over the prior December and ended at an increase of 6% overall.
 - **County Sales Taxes** – Were flat from the prior year, increased less than 1% (a little over \$10,000).
 - **Public Safety County Sales Taxes** – Also were flat from the prior year, increased less than 1%.
 - Overall, General Fund revenues of \$13 million exceeded 2023 Budget projections of \$11.7 million. Total revenues will be presented as far of the annual Financial Statements presentation after the audit is complete late Spring.
- **Coffee with the City Manager Recap.** Thanks to everyone who joined us yesterday morning at Aspen Street Coffee! We had a fun group with discussions ranging from street improvements, new development, the Fruita Community Center, and more. We hope to see you at our next City Manager Engagement event on April 4 at 4 p.m. in the Mulberry Plaza.



- **Mesa County Commissioners Give Update on Denver Immigration Challenges.** During the regular Mesa County administrative public hearing held on February 13, the Mesa County Commissioners provided an update on the immigration challenges Denver faces and discussed their proposed plan to consider adopting a resolution to clarify that Mesa County is not a

sanctuary county and consider a letter to Denver Mayor Mike Johnston at their next administrative public hearing on February 20. [Watch the meeting video.](#)

- **Monthly Waste Management Report.** In January, Fruita residents recycled 43 tons of bottles, cans, paper, and cardboard. The full report can be found below. Good job Fruita!

Engineering

- **19 Road Right of Way Update.** Crews have been out staking the proposed right-of-way areas for the 19 Road construction project, and pre-appraisal meetings started today for acquiring the right-of-way areas.
- **Fruita Civic Center Ramp Design.** The Engineering Department is working on the design process for a new ramp on the north side of the building. After the design is completed, the project will go out to bid for construction.
- **S. Mesa Street Design Review.** The Engineering Department had the 30% design review with the Colorado Department of Transportation this week. The next design review for 90% design is scheduled for May 9, 2024.

Parks and Recreation

- **Reed Park Update.** American Ramp Company is tentatively scheduled to start the Wheel Park on April 1, with construction lasting 3-4 weeks. The site electrical conduit was installed last week, and the temporary fencing will be removed this week. The mason has completed the top block for the exterior, interior, and columns. They should be demobilized by the end of the week and wood framing will begin early next week.
- **Little Salt Wash Park.** Crews have been working at Little Salt Wash Park and the Wills property on thinning out volunteer elm trees to help clean up the property. Crews will continue the cleanup efforts by removing leaves and large piles of grass from the property as weather permits.
- **FCC Tile Renovation Update.** The re-tile renovations project continues in the Women's Locker Room and anticipated re-opening of the Women's Locker Room on Monday, February 19.
- **Movie in the Pool.** The first Movie in the Pool on February 9 was a huge success! Movie in the Pool was sold out with 75 participants.
- **Swim Lessons.** Last week, the Aquatics Department finished its first session of swim lessons with 64 participants! Saturday morning swim lessons are back by popular demand with 41 participants. The second winter session of swim lessons starts Tuesday, February 20 with another with 63 participants!

Planning & Development

To see active reviews of current projects, you may visit fruita.org/projects.

Major/ Minor Subdivisions:

- Copper Creek West Final Plan, Filing 1 (Under Construction) (954 19 Road) (48 Lots)
- Iron Wheel Filing 2 Final Plat (Approved) (19 Road) (46 Lots)

- Adele’s Acres Subdivision (Approved) (1024 19 Road) (48 Lots)
- PSE Minor Subdivision (Approved) (1558 River Road) (2 Lots)
- LaPointe Minor Subdivision (Under Review) (1050 E. Ottley Avenue) (4 Lots)
- Sunset Pointe Preliminary PUD Plan (Approved) (Parcel # 2697-091-80-001) (122 Lots)
- North Mesa Minor Subdivision (Approved) (155 N. Mesa Street) (2 Lots)
- Weston Estates Preliminary Plan (Under Review) (1877 J 2/10 Road; Parcel # 26997-164-00-050 & 2697-164-00-074) (109 Lots)
- West Canyon Preliminary Plan (Under Review) (Parcel #2697-162-21-001) (50 Lots)
- Gear Estates Preliminary Plan (Under Review) (1156 18 Road) (8 Lots)

Site Design Review/ Other Applications:

- The Fruita Mews (Under Construction) (1138 18.5 Road)
- The Church of Jesus Christ of Latter-Day Saints Site Design Review (Under Construction) (417 E Ottley Ave)
- A Storage Place Site Design Review and Minor Subdivision (Approved) (1960 & 1966 Hwy 6 & 50)
- My Storage Fruita (Approved) (1930 Highway 6 & 50)
- 535 W. Aspen Apartments (Under Construction) (535 W. Aspen Avenue)
- Wildcat Residences (Approved) (1807 Wildcat Avenue)
- City Market Fueling Station Appeal Hearing (February 20, 2024) (437 W Aspen Avenue)
- Geode Flats Preliminary PUD Plan (Under Review) (614 Raptor Road) (City Council 3/5/24)

Police Department

- ***Calls for Service Statistics.*** In January 2024, the Grand Junction Regional Communications Center logged 1,094 calls for service for the Fruita Police Department. This compares with 1,014 calls for service in January 2023, showing an 8% increase.

Public Works

- ***Street Division Update.*** The Streets Division completed 97 utility locates for the week and completed 87 miles of street sweeping. Crews also assisted the Engineering Department with utility potholing and traffic control on S. Mesa Street, set up traffic control for the Sweetheart Run, cleaned out the Cottonwoods drain inlet box, and removed two tree stumps at Reed Park.
- ***Utility Division Update.*** Utility Division staff assisted Engineering Department with utility potholing, completed routine jetting, made repairs to King’s View Lift Station suction pipe, and monitored high level alarms at I-70 lift station.
- ***Clean Up.*** Public Works crews assisted the Police Department and Code Enforcement for homeless camp cleanup.
- ***Wastewater Treatment Update.*** Wastewater Treatment staff completed February compliance requirements, reviewed the Needs Assessment, prioritized capital projects for the plant, and submitted the Biosolids Report to the State.
- ***Director Meetings.*** Public Works Director, City Manager, and City Attorney met with representatives from the Colorado Division of Natural Resources to discuss Fruita Reservoirs #1 and #3. Attended the Transportation Advisory Committee meeting and District 51 Facilities

Master Plan meeting. Met with representatives from Senator Hickenlooper and Senator Bennett's offices to discuss local projects for Congressional Direct Spending funding.

RESOURCE LINKS

- [Community Resources](#)
- [City Project Updates](#)
- [Fiber Internet Construction Updates](#)
- [Trash and Recycling Services](#)
- [Stay Informed](#)
- [Fruita City Council](#)

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

- [4 candidates vying for 3 Fruita City Council seats.](#)
- [2024 Fruita municipal election set for April.](#)
- [New Mesa County Public Health Executive Director excited to be in GJ.](#)
- [Dinosaur Journey to hold sensory-friendly event monthly.](#)
- [Bureau of Land Management introducing new laws.](#)
- [City of Fruita working on program to alleviate affordable housing issue.](#)
- [17th annual Fruita Sweetheart Run.](#)
- [National 211 Day.](#)
- [County and city sales tax collections keep pace.](#)
- [Fruita Monument hosts naturalization ceremony for 20 new Americans.](#)
- [Business Incubator wins federal grant to support agriculture industry initiative.](#)

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

- **February 23, 2024** – Live at the Plaza | Winter Concert, Mulberry Plaza, 6 p.m. - 8:30 p.m.
- **February 28, 2024** – City of Fruita Candidate Forum, Fruita Monument High School at 6:00 p.m.
- **March 28, 2024** – Easter Egg Scramble, 4:15 p.m. to 6:00 p.m. at the Fruita Community Center backyard.
- **April 12, 2024** - Desert Rats Race, Open Venue, Trails around Fruita
- **April 12, 2024** – Youth Scholarship Golf Tournament, 9:00 a.m., Adobe Golf Creek Course
- **April 12, 2024** - Lower Valley Professional Firefighters Tournament, 2:00 p.m. - 6:00 p.m., Civic Center Park
- **April 13, 2024** – Fruita Area Chamber of Commerce Annual Banquet, Absolute Prestige Ranch, 5:00 p.m. - 10:00 p.m.
- **April 20, 2024** – Fruita Spring Clean Up, City Shops (900 Keifer Ave), 8:00 a.m. - 2:00 p.m.
- **April 27, 2024** – Fishing is Fun at Snooks Bottom, 9:00 a.m. - 11:00 a.m.
- **May 4, 2024** – 18 Hours of Fruita, Open Venue, Highline Lake State Park
- **May 4, 2024** – Co2uT, Open Venue, Downtown Fruita

- **May 3 – 5, 2024** – Fat Tire Festival, Open Venue, Downtown Fruita
- **May 11, 2024** – Adventure Fest, Open Venue, 18 Road Trailhead
- **May 31 – June 1, 2024** – Mike the Headless Chicken, Open Venue, Downtown Fruita.
- **June 25, 2024** – State of the Community Breakfast hosted by the Fruita Area Chamber of Commerce, Absolute Prestige Ranch, 8:30 a.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.

WM January 2024 Recycling Benefits City of Fruita

In January 2024, we recycled 43 tons of bottles, cans, paper and cardboard.

This Month's recycling efforts saved the following resources:



686 Mature Trees

Enough avoided timber resource use to produce 11,661,700 sheets of printing and copy paper!



99 Cubic Yards of Landfill Airspace

Enough avoided airspace to fulfill the annual municipal waste disposal needs for 126 people!



99,327 Kwh of Electricity

Enough avoided power use to fulfill the annual electricity needs of 9 homes!



Avoided 117 Metric Tons (MTCO₂E) of GHG Emissions

This GHG reduction is equivalent to removing annual emissions from 25 passenger vehicles!



208,905 Gallons of Water

Enough avoided water use to meet the daily fresh water needs of 2,785 people!

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 Waste Management. © Waste Management 2023
Notes: GHG = Greenhouse Gas; MTCO₂E = Metric Tons of Carbon Dioxide Equivalent



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.