



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 29, 2024
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have a lighter agenda Tuesday night. There are no proclamations or presentations scheduled, and we will begin with the Council considering several items on the consent agenda. There are two public hearings, the first being the second reading of an ordinance amending the Fruita Municipal Code on the membership requirements of the Fruita Tourism Advisory Council, and the second is a supplemental budget amendment request. On the Administrative agenda, the Building Department will provide a year-in-review of 2023 and answer any questions from the Council. See you all on Tuesday night!

2024 Regular City of Fruita Municipal Election – Next Tuesday, April 2, 2024

The City of Fruita regular municipal election is April 2, 2024, and will be conducted by mail ballot. Ballots have already been mailed to residents. Here's what residents needs to know:

- Ballots must be returned by 7:00 p.m. on April 2, 2024. Mail ballot drop boxes are located in the Civic Center parking lot and the lobby inside the Civic Center (325 E. Aspen Ave.).
- Not sure if you are registered to vote? You can check your registration status at www.govotecolorado.gov.
- If you didn't receive a ballot and are a registered voter residing in the Fruita city limits, please contact the City Clerk's office at 970 639 4210 or dwoods@fruita.org.
- If your ballot is lost, spoiled or destroyed, please contact the City Clerk's office for a replacement ballot.
- You may visit the City's website at bit.ly/fruitaelection2024 for additional information about Referred Issue A and candidates for office.

Fruita Community Center Pool Temporarily Closed

We regret to announce that due to unexpected construction issues last night, our pool is temporarily closed. We are actively working to assess the situation and will provide updates as soon as possible on our Facebook here: [Fruita Parks and Recreation Facebook](#).

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

State of the City Video – 2024

This week, we kicked off filming for the 2024 Fruita State of the City Video (SOTC). This year's SOTC video will feature stories on the Fruita Academy, the successes of the Fruita Building Department, how to get involved in the City through Board and Commissions, recent improvements to the Wastewater Reclamation Facility, and more. In addition to the annual SOTC video, we will be filming two additional educational videos on growth and then on the City's core values. Like last year, we are planning a premier of the video at Rocky Mountain PBS in downtown Fruita and will invite the public to join us.



Easter Egg Scramble Recap

Yesterday's Easter Egg Scramble saw an impressive turnout, with more than 200 kids participating and collectively gathering over 8,000 eggs! Special thanks to the Fruita Youth Action Council for their help in organizing and setting up this awesome community event.



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 find the City of Fruita's long-term plans?
- **Answer:** If you go to fruita.org/strategicplan, you will see the City of Fruita's planning documents. You can learn about the strategic plan that outlines projects for the next two to four years, which aligns with the 10-year Comprehensive Plan, community surveys, and other guiding documents like the Circulation Plan.

General Updates

- **City Manager Engagement Event Next Thursday.** Enjoy an afternoon in the Mulberry Plaza with City Manager Mike Bennett. This event will start at 4 p.m. and is open to all community members. These events are an opportunity for residents to have an open conversation with the City Manager and guests and discuss the topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that all are welcome to attend and drop in or out of at any time.
- **City Manager Credentialing Renewed.** My annual credentialing through the International City/County Management Association was approved this week. Each year I participate in this program setting professional development goals, 40+ hours of professional development, and report to the credentialing board on the past year of take-aways from learning activities. My annual reporting period begins each March. For more info on the ICMA Credentialed Manager Program you may view at their website here: [ICMA Voluntary Credentialing Program](https://www.icma.org/voluntary-credentialing-program).
- **Colorado Riverfront Concert Series Announced.** Last week, the Colorado Riverfront Foundation announced the two concerts at the James M. Robb State Park in Fruita this summer and fall. The concerts are Tab Benoit on Saturday, June 15, 2024, and then Firefall on Saturday, September 7, 2024. These concerts are the biggest fundraisers for the Riverfront Foundation, and all proceeds go to benefit the Riverfront Trail throughout the Grand Valley. For more information, you can visit their website here: [Colorado Riverfront Foundation Concerts](https://www.riverfrontfoundation.org/concerts).
- **RTPO Soliciting Public Input on County Safety Action Plan.** The Mesa County Regional Transportation Office ("RTPO") is asking for public feedback on the Mesa County Safety Action Plan. The Mesa County Safety Action Plan aims to identify solutions to reduce the number of deaths and serious injuries on our roads across Mesa County. The plan will cover the entirety of Mesa County, including the cities of Grand Junction and Fruita and the towns of Palisade, Collbran, and De Beque. If you are interested in providing feedback, you can learn more about the plan at this link: [Mesa County Safety Action Plan](https://www.mesa-county.org/safety-action-plan).
- **Mesa County Compost Facility Expansion and Rate Assessment.** On March 26, the Board of County Commissioners approved a \$139,185 contract for a compost facility expansion and rate assessment. The decision comes in response to community interest in composting materials like food waste and biosolids at Mesa County Organic Materials Composting Facility. The assessment

aims to guide Solid Waste Management in evaluating the current composting program and its potential for expansion. [Read the assessment online](#) and [watch a video clip on the approval](#).

- **Water Conservation Scavenger Hunt!** We've partnered with Ute Water and the DRIP campaign to bring a fun scavenger hunt to the Fruita community to help promote water conservation. This effort aligns with our goals set last year during the WaterSmart workshop with Ute Water. Starting April 1, community members will find signs with QR codes around downtown Fruita with tips on how to conserve water. There are five tips, and if the participant finds all five, they will be directed to come to the Civic Center to collect a prize! Prizes are focused on clean water and conservation. To get you started, here's hint #1: you can find this water tip where the Fruita famous Grreetta lives!



Parks and Recreation

- **Reed Park Update.** The glulam trusses have been set and rafters are being installed. HVAC rough has been completed with inspections taking place today. 970 Excavation will be back on-site April 8th to backfill electrical trench, prep for sidewalk on east side, vehicular concrete, and northern pavilion. They will also prep anything for American Ramp before they mobilize the following week. A meeting with American Ramp Company is scheduled on April 3rd. They are tentatively starting on April 15th at the North end of the Skatepark until the storm water pump is

delivered and installed. Playground installation will begin on April 1st and Minipitch installation will begin April 9th.

- **Community Center Waterslide Update.** The contractor has cut holes in the north wall for the waterslide, and they have begun demo of the pool deck and the mechanical room. Interior excavation and trenching will take place when demo of concrete is completed. The sprinkler system has been relocated to provide adequate clearance above the waterslide. This update was prior to the closure.
- **Big Salt Wash Trail Work.** Mesa County Trail Crew and RiversEdge West have been working on the Big Salt Wash Trail removing Tamarisk and Russian Olive trees. This work continues to help with fire concerns and remove invasive species along the trail.
- **Youth Activities.** The Easter Bunny visited the Community Center for the Annual Easter Egg Scramble on Thursday, March 28. There were 200 participants who took part in the traditional Easter Egg Hunt!
- **New Program Alert.** Starting in April, Line Dance Classes will be held weekly at the Community Center! For all recreation programming, you can view our activity guide here: [Recreation Activity Guide.](#)
- **Senior Programming.** Our Active Adults 55+ took a trip to Moab last week for a Hummer Safari Trip!



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 (Under Construction) (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 (Approved) (437 W Aspen Avenue)
- Geode Flats Preliminary PUD Plan (Approved) (614 Raptor Road)

Police Department

- ***Farewell, Officer Di Pilato.*** Matt Di Pilato has moved on from Fruita PD to take a position with the Mesa County Sheriff's Office. We will miss Matt, and wish him the best with his new department.

Public Works

- ***Street Overlay Bid Opening.*** The City received three bids for the City's overlay project. The City awarded the contract to the lowest bidder, Oldcastle SW Group, Inc. Dbu United Companies for \$468,206. Work is expected to begin sometime after school is out of session and be completed by the end of July.
- ***Road Maintenance.*** Staff attended the Water Conference at Ute Water and completed 52 utility locates this week.
- ***EPA Training.*** Wastewater Treatment staff participated in an introductory call with the Environmental Protection Agency (EPA) for technical assistance in completing a risk assessment to identify threats and vulnerabilities as it pertains to climate change and developing adaptation options. This is free technical assistance from the EPA and will take approximately 3 months to complete.
- ***Trash Challenges in Parks Restrooms.*** Utilities staff and Parks staff met to discuss the amount of trash regularly found in the parks restrooms and put into the toilet. Several ideas were discussed to try to address this issue. Due to the amount of debris in the toilets, staff had to

remove the wastewater pump at Heritage Park. This restroom remains closed until a new pump can be installed.

- ***Greenway Drive Sewer Line Replacement.*** Public Works staff met on site with Tetra Tech Engineering to review the Greenway Drive Sewer Line Replacement project which involves boring under the railroad. Phase I of this project is in the 2024 budget.
- ***Irrigation Preparation.*** Utility staff met to discuss irrigation start-up, recognizing that areas of the city may require repairs due to fiber installation earlier this year. We have met with Deeply Digital to discuss the deployment of their crews to areas needing repairs and the city will be posting additional information on the City's website.
- ***Building Maintenance.*** New fire doors are being installed at both the Community Development counter and the Administration counter in the Civic Center. Building Maintenance also completed the CIRSA audit of all city facilities and have begun to make necessary repairs based on the audit findings.
- ***Wastewater Reclamation Facility.*** Staff completed the conduit replacement on all four oxidation ditch mixers and are working with the vendor to replace all variable frequency drives (VFDs) at the plant, a project in the 2024 budget.

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):

- [Tandem Studio relocates to Fruita from Belgium.](#)
- [Ride the Rockies ends in Fruita this year.](#)
- [Municipal Election Information for Fruita and Montrose.](#)
- [Fruita Youth Action Council hosts annual Splash Bash.](#)
- [Reservation system updated for monument campground.](#)
- [Past Tense: History of Highline Lake.](#)
- [Hickenlooper Secures Over \\$111 Million of \\$157 Total for Colorado in Annual Funding Bills.](#)
- [Monument visits rise again after slump following COVID bump.](#)
- [Public Input Opportunity for the Mesa County Safety Action Plan.](#)
- [Mesa County Libraries up for national award.](#)
- [Outdoor recreation in southern Colorado is getting a boost from state grants.](#)
- [County eyeing expanding cost facility at landfill.](#)
- [Colorado National Monument's rise in visitation and 2024 events.](#)

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

- **March 29 – 30, 2024** – Party at the FARM, Celebrating One Year, 142 S Park Sq.
- **April 4, 2024** – Afternoon Chat with the City Manager, 4:00 pm, at the Mulberry Plaza in Downtown Fruita
- **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 20, 2024** - Lower Valley Professional Firefighters Tournament, 1:00 p.m. - 7:00 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 Houra 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 15, 2024** – Tab Benoit with special guest Larry McCray, James M. Robb State Park in Fruita, 6:00 p.m.
- **June 25, 2024** – State of the Community Breakfast hosted by the Fruita Area Chamber of Commerce, Absolute Prestige Ranch, 8:30 a.m.
- **September 7, 2024** – Firefall with special guests The Dubious Brothers, James M. Robb State Park in Fruita, 6:00 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.