



# FRUITA

## COLORADO



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## Weekly Info Update

To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: MARCH 8, 2024  
Re: WEEKLY INFORMATION UPDATE

### **2024 Regular City of Fruita Municipal Election – April 2, 2024**

The City of Fruita regular municipal election will be held on April 2, 2024, and will be conducted by mail ballot. Ballots will be sent out to registered voters next week, and residents can mail their completed ballots or turn them in at the drop-off box at the Fruita Civic Center parking lot (325 E. Aspen Ave.). 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](#).

### **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:** Do I need a business license in the City of Fruita?
- **Answer:** If you are doing business in the City of Fruita, you need to have a business license. You may find the business license application on this website under [Business Licenses](#). You may also pick up the application at the City Clerk's Office at the Fruita Civic Center, 325 E. Aspen, Fruita, CO. The annual fee for a business license is \$30.00, payable by check, cash or credit card. You will receive a renewal form in the mail at the end of each calendar year for the following year.

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

## General Updates

- **Enoch Lake Closing.** Today, we closed on the sale of Enoch Lake. To recap the path to this point, <https://www.fruita.org/publicworks/page/fruita-mountain-water-properties>.
- **Ride the Rockies.** On Tuesday, Ride the Rockies (RTR) staff were in town for a site visit for their event on June 14-15, 2024. The six day race will end in Fruita with celebrations including live music, food trucks, special events, and more. The RTR team will be in Fruita once per month leading up to the event to connect with partners and finalize logistics for the event.
- **Supervisor Training.** Every quarter, we host a supervisor training internally for staff. This week's training covered internal communication channels and a presentation from Employment and Labor Attorney Michael Santo, of Bechtel and Santo. Michael provided training on new laws and requirements on personnel for the Supervisors. Michael also was available to answer questions from staff on these topics and others.
- **Lower Valley Fire Department Training.** It was a pleasure to spend a morning with the leadership team of the Lower Valley Fire District and train on Leadership, management, and decision –making this week. I truly appreciate their dedication and service to the community.
- **GJEP Economic Summit.** This year's annual Mesa County Economic Summit, hosted by the Grand Junction Economic Partnership, is scheduled for Tuesday, April 16, at Colorado Mesa University. If anyone from the City Council is interested in attending, please tell me, and we will register you. More information on the event can be found here: [2024 GJEP Economic Summit](#).
- **Clarnetworx Fiber Internet Info Session.** Clarnetworx is hosting an open house next Wednesday, March 13 at 3 pm at the Fruita Community Center. They will be answering common questions about construction, installation, and restoration.



## Engineering

- **Right of Way Acquisition RFP.** The engineering department is reviewing questions received for the right of way acquisition RFP. The purpose of the RFP is to have a firm available for future projects that require right of way acquisition. Future projects include improvements to J Road, J.2 Road, J.6 Road, and 19 Road from J.2 to K Road.

- **Design Work for J Road.** Staff is working on the design for the future improvement to J Road.
- **Interviews.** Staff participated in interviews this week to hire an engineering firm for contracted work.

### Marketing and Promotion

- **Colorado Tourism Office Photoshoot This Spring.** On Thursday morning, our Communications and Marketing staff had a kickoff meeting with staff from the Colorado Tourism Office on an upcoming photo/video shoot of Fruita. As part of the Reimagine Destinations grant that Fruita and the Town of Palisade received for the marketing partnership in 2022, both destinations are receiving a photoshoot to collect photo and video assets in the value of \$30,000. The photoshoot is tentatively scheduled for this spring and will focus on expanding advertising assets with new types of activities and assets of local businesses. We are excited to work with the Colorado Tourism Office on this project and are thankful for their ongoing support and partnership of our marketing efforts.
- **Imondi Wake Zone to Host World Wake Association Event.** Exciting news this week, the Grand Junction Sports Commission announced that the World Wake Association will be bringing the Colorado State Championships of Wakeboard to Imondi Wake Zoon in June. The event will take place from June 28-30, and an excited 200 athletes from around the County will participate in the event. We are very excited to be hosting this event in Fruita and look forward to working with the World Wake Association in the future. [Learn more about the World Wake Association event online.](#)

### Parks and Recreation

- **Waterslide Construction.** Starting Monday, March 11, a portion of the indoor pool deck area will be blocked off for construction. Don't worry! The construction will not impact the actual pool. In addition, you will see a few parking spots blocked off early Monday morning on the north side of the building. This portion of construction is anticipated to last through May.
- **Reed Park Update.** Sheathing and lumbering rough in is completed. Mechanical rough in should be starting next week followed by electrical rough in the following week. Additional electrical site work has started and should be completed mid-week. Concrete forms and flatwork to begin around the shelter and playground in anticipation of the playground installation the first week of April. The building is only a couple of days behind due to weather but we are a month ahead of schedule on site work.
- **Monthly Newsletter.** The monthly Parks and Recreation newsletter is now available and is full of information on the Fruita Community Center and upcoming programming. [Read the monthly Parks and Recreation newsletter.](#)

### Planning & Development

To see active reviews of current projects, you may visit [fruita.org/projects](https://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 (Project Approved) (437 W Aspen Avenue)
- Geode Flats Preliminary PUD Plan (Approved) (614 Raptor Road) (City Council 3/5/24)

### **Police Department**

- ***Calls for Service Statistics.*** In February 2024, the Grand Junction Regional Communications Center logged 926 calls for service for the Fruita Police Department. This compares with 791 calls for service in February 2023, showing a 17% increase. Year to date, we are at 2,020 calls for service in 2024 compared with 1,805 this time last year, showing a 12% increase.
- ***Coffee with a Cop.*** Join us next Friday, March 15 at 9:00 a.m. at Bestslope Coffee for conversation and coffee as we get to know our members of the community and how to best serve you!

### **Public Works**

- ***Welcome Jim!*** Public Works welcomes Jim Bachelor as a Maintenance Worker in our Streets Division.
- ***Lift Station Maintenance.*** Utilities staff responded to issues with I-70 Lift Station in the early hours on Monday morning.
- ***Street Division Work.*** Streets Division completed 43 locates, completed the ditch cleaning behind City Market to prepare for irrigation season, and installed a new crosswalk at N. Mesa and Sierra Drive.
- ***Trench Work at Civic Center.*** Staff also assisted the Parks Department to trench for new electrical upgrade at the Civic Center.

- **Overlay Project Bids.** Overlay Project is expected to go out for bid beginning Sunday, March 10, 2024.

## 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):

- [Emotional Discussion: Say something Assembly tours D51 schools.](#)
- [Mesa County Animal Services and local veterinarians join forces to provide subsidized spay/neuter vouchers due to generous grant from the Animal Assistance Foundation.](#)
- [Fruita approves conditional use permit for City Market gas station.](#)
- [Utah homicide suspect nabbed in Fruita.](#)
- [D51's Hill discusses potential bond, mill levy override possibilities.](#)
- [School board exploring ways to engage with more students.](#)
- [GJEP schedules economic summit.](#)
- [Kennedy working to take secondhand store sales tax waiver valley-wide.](#)
- [It's an average winter – snowpack right at average.](#)
- [Tax Outreach Specialists Available to Answer Questions.](#)
- [Commissioners send letter to OEDIT regarding Colorado Mesa University's application to the Regional Technology and Innovation Hub Grant Program.](#)

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

- **March 15, 2024** – Coffee with a Cop, 9:00 a.m., Bestslope Coffee
- **March 15, 2024** – Coco Vino, 6:00 p.m. - 8:00 p.m., Our Lady of Perpetual Motion
- **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](mailto:communications@fruita.org).



*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.