



FRUITA COLORADO

Weekly Info Update

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 16, 2020
Re: WEEKLY INFORMATION 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

Recreation Dept.
970-858-0360

Tuesday's City Council Meeting

Our City Council meeting on Tuesday will begin with two proclamations, the first on the 20th Anniversary of McInnis Canyons National Conservation Area, and the second on proclaiming October as LGBTQ History Month in Fruita. After those, we will move on to our administrative agenda as there are no public hearing items scheduled. Our administrative agenda will begin with two presentations on outside agency funding requests from the Fruita Chamber and the Grand Junction Economic Partnership. We will then continue our 2021 budget presentations with the Parks and Recreation budget and the Fruita Community Center budget. After those presentations, we will provide an update on the Land Use Code. As a reminder, this meeting will be held virtually.

Coronavirus Update

Below are a few updates, but I would strongly encourage all to continue to follow www.fruita.org/covid19 for all updates we are posting. This also links to important Mesa County Public Health sources, as well as many others.

- **Update on Mesa County Variance.** After seeing an increased number of COVID-19 cases in the past several weeks, the County has had to implement several changes to its Public Health Order. These changes include:
 - Mesa County must reinstate the statewide Executive Order related to face coverings (after being approved for Protect Our Neighbors, there were only limited deviations from the statewide mask order in Mesa County – we no longer have those exceptions)
 - Capacity for groups/gatherings is 50% or 300, whichever is fewer. Previous limit was 500 or 50%.
 - Alcohol consumption must end by 12:30 a.m. after last call at midnight.
 - More information on the current variance and changes can be found [here](#).
- **Free Signage for Fruita Businesses.** This week, we received Be Well, Be Fruita window decals and posters for Fruita businesses that would hang these up. If you have a business and are interested in these free materials, please email communications@fruita.org. Examples of the decals can be found below.

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



Irrigation Water Shut Off (continued)

Utility crews will start to shut down irrigation distribution systems on Monday, October 19, 2020. It is expected that there will be water in canals for another week or so. This date may differ if you live in an HOA community, but you can check with your HOA representative for shut off dates.

General Updates

- **Financial Update.** City sales tax collections continue to be up this year, and in August, were up 14% over last year and are up 26% year to date. Both use taxes on motor vehicles (10.8% increase) and building materials (131% increase) were also up in August from the previous year. We also saw a slight improvement in lodging tax in August when compared to previous months, but the lodging tax remains down considerably for the year.
- **Census Update.** After reporting that the Census was extended last week until the end of the month, , the census was suspended on Thursday following a court ruling - thank you to everyone who filled out their census!
- **Our Communities Over Coffee Event.** On November 12, 2020, the Fruita Chamber and Palisade Chamber will be hosting “Our Communities Over Coffee” event at Timberline Bank at 9:30 a.m. Mayor Kincaid will be a guest speaker, along with speakers from the City of Grand Junction, the Grand Junction Economic Partnership, and each Chamber. The event is free to attend but RSVP is required, more information can be found at this [link](#).

Engineering

- On Wednesday we held the pre-bid meeting for the Hwy 340 Roundabout Improvements Project virtually. The video from that pre-bid meeting can be found at this [link](#). The bid opening for the project has been changed to next Wednesday, October 21, 2020 at 1:30 p.m. and will also be held virtually. More information is also available at the above link.

Human Resources

- The St. Mary's Bloodmobile will be in the Civic Center parking lot on Tuesday, October 20, 2020 from 1:30 p.m. to 3:30 p.m. accepting blood donations. If you are interested in donating, you do need to schedule a time to donate blood, and you can sign up at this [link](#).

Parks and Recreation

- The latest Fruita Parks and Recreation Newsletter can be found here: [Truck N' Treat, FCC Updates + More](#).
- The deadline for the Drive-Thru Truck N' Treat registration is quickly approaching on October 19, 2020. You can register for the event at this [link](#). We encourage attendees to dress up and bring a treat bag to collect candy safely from window of their vehicle.
- A new play feature was installed earlier this week at the indoor pool at the Fruita Community Center. This new feature encourages kids of all ages and abilities to socialize while they discover the many possibilities of cause and effect. Also, this week, most of the work was completed on the stair replacements, that should be all complete soon.



Planning & Development

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

Land Use Code Amendments:

- Vested Right Code Amendment (Approved)
- Development Agreements Code Amendment (Approved)

Major/ Minor Subdivisions:

- Dwell PUD Concept Plan (Approved)
- Bradyville Minor Subdivision (Approved)
- Cider Mills Preliminary Plan (Approved)

Site Design Review/ Other Applications:

- Coloramo Site Design Review (333 W Aspen) (Under Construction)
- Monument Powder Coating (1596 Cipolla) (Under Construction)
- Pediatric Dental Specialist (197 & 101 Jurassic) (Under Construction)
- Sycamore St ROW Vacation (Approved)

- Lithic Arts Building Site Design Review (Approved)

Public Works

- The conduit repair project at the I-70 Lift Station is now complete and the emergency generator has been reinstalled.
- Weather remained ideal for crack sealing operations and road crews were able to seal cracks on roads in and around the Orchard Valley Subdivision this week.

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

- [New Fruita trails planned.](#)
- [Polis plans to extend statewide mask order.](#)
- [Tighter Restrictions Possible for Colorado Counties with Spiking COVID-19 Cases.](#)
- [New construction still strong in Fruita.](#)
- [Young adults may spark COVID hot spots.](#)
- [Going backwards: County will reduce limit on number of people allowed to gather.](#)
- [State seeing third wave of COVID-19.](#)
- [Fruita State Patrol trooper recognized by state.](#)
- [A crazy attempt at the 24-hour time trial world record.](#)
- [Colorado West Land Trust officially merges with Black Canyon Regional Land Trust.](#)
- [Fruita Monument teacher reflects on Teacher of the Year Nomination.](#)
- [Utah mountain lion video highlights human/wildlife conflicts.](#)
- [D51 retreat brings big issues back to the forefront.](#)
- [The 20 safest cities in Colorado revealed in report.](#)
- [Cases continue to rise, another dead due to COVID-19 reported in Mesa County.](#)

UPCOMING EVENTS (*Please let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you when needed.*):

- **Oct. 10 – Oct. 31** - Fruita Fall Farmer's Market will be each Saturday beginning Oct. 10 from 9:00 am – 12:30 pm at Reed Park during these dates.
- **October 24, 2020** – McInnis Canyon National Conservation Area 20-Year Celebration, Devils Canyon Trailhead – 1:00 p.m.
- **October 24, 2020** – Drive-Thru Truck N' Treat, 9:00 a.m. to 12:00 p.m. Fruita City Shops (900 Kiefer Avenue, Fruita Co)
- **October 30, 2020** – Trick or Treat Street, Downtown and Southside Fruita, 3:00 p.m. to 6:00 p.m.
- *Due to Public Health Orders in response to the COVID-19 pandemic, most events remain cancelled for the time being.*

CC. Department Directors

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at communications@fruita.org



**MESA COUNTY
PUBLIC HEALTH**
Working Together for a Healthy Community

AVAILABLE NOW!

Mesa County Fairgrounds | 2785 US Highway 50

COVID-19 TESTING

8 a.m. to 3 p.m. | Tuesday - Saturday



TESTING IS
FREE

Testing is open to anyone
regardless of where you live,
especially if you have symptoms.



PRE-REGISTRATION

Scan this image with your phone:



**MAKO
MEDICAL**

*Thank you for letting
us serve you.*

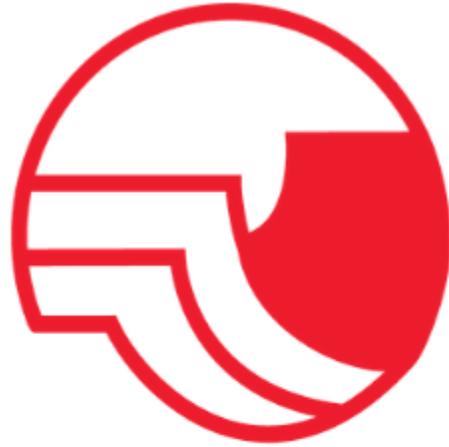
Simple. Fast.

Get results within four days.

Save time by pre-registering

NO health insurance required **NO** cost. It's **FREE!**
NO doctor referral required **NO** appointment needed

More information at health.mesacounty.us/covid19



**MESA COUNTY
PUBLIC HEALTH**

HOTLINE
(970)683-2300



WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP) The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH) The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well-paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L) The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



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.