



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 14, 2020
Re: WEEKLY INFORMATION UPDATE

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City offices will be closed on Monday, February 17, 2020, in observance of Presidents Day.

Hope you have a great holiday!

Tuesday's City Council Meeting

We have a bit of a light meeting scheduled for Tuesday. There are no proclamations or presentations, and only four items on the consent agenda. You will hear one legislative hearing on a Supplemental Budget Amendment for the upcoming election, and one administrative presentation on the financial reports covering trends of the past five years. The meeting will conclude with an executive session.

PHROST Master Plan Open House Next Week!

The City of Fruita is starting the process of developing a Parks, Health, Recreation, Open Space and Trails Master Plan (PHROST) and we want to hear from our residents, business owners, special interest groups and any other parties who may be interested in the future of Parks and Recreation in our community. Please join us for a public forum next Thursday, February 20th from 5:00 to 6:30 p.m. at the Cavalcade in downtown Fruita. City Council is also invited to the steering committee meeting on Wednesday the 19th, from 5- 7 pm at the Community Center. The full flyer is provided below.

A Year in the Life of Fruita Photo Contest (continued)

The Fruita Arts and Culture Board is accepting photos for a Year in the Life of Fruita. Anyone is eligible to participate and can submit photos of everyday things in Fruita. The best photos that are taken over the year will be put on display at the 2021 Art Stroll. To find out more information, you can visit this link [here](#).

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

General Updates

- Next Friday, February 21, 2020, the Business Incubator Center and FWorks are hosting an Open Coffee Club at FWorks from 10:00 – 11: 00 a.m. I will be speaking on small businesses startups in Fruita, and Lance and Michelle from Canfield Bikes will join us to discuss entrepreneurship and their experiencing relocating to Fruita. It should be a great discussion! More information can be found [here](#).
- The Fruita Chamber of Commerce is now accepting scholarship applications! These scholarships are open to all graduating FMHS students, home schooled students in the Fruita area, and Fruita residents attending other high schools in the valley. Three scholarships of \$500 will be awarded to selected students. To find out more, you can visit the Chamber's website [here](#).
- Shannon and I attended the Colorado Mesa University Economic Forecast on Wednesday morning. The Mesa County economy remains strong, and Dr. Perry is forecasting that jobs will continue to grow this year, but at a slower rate. More information from the event can be found at this [report](#).
- We have had a steady flow of promising, prospective companies meeting with us. Some are follow-ups from great meetings in years past and is looking very promising. Hopefully more to come on these soon.
- This week I was able to sit down with three new fulltime employees in our new rendition of our onboarding process. Excited for our new recruits to join the team.
- I also had a great time meeting with the candidates for City Council during candidate orientation on Monday night.
- We are coordinating meetings with the owners of the Fruita Business Park who will be in town in a couple weeks to meet with staff, their development consultant and prospective companies.

Administration/Finance

- On Monday, our new Accounts Payable/Payroll Technician Christa Yamashita started with the City. Welcome Christa!

Engineering

- Update on the Highway 6 Sewer Extension: Clayco has installed all the carrier pipe in the bore under the highway and Union Pacific Railroad is working on the pipe installation in the casing pipe under the Independent Ranchman's Canal. MA installed over 300 feet of pipe on Monday and is on pace for completing the pipe sometime next week. MA is well on their way of completing the job.
- The Mesa County Regional Transportation Planning TAC group met on Wednesday to discuss the Multi-Modal grant opportunities, and to provide an update on the 2045 Regional Transportation Plan.

Human Resources/Tourism

- The Fruita Tourism Advisory Council (FTAC) have begun to receive applications for the 2020 Tourism/Marketing Mini-Grant program. These grants are an opportunity for the FTAC to partner with individuals, organizations, and businesses to promote new and unique event opportunities in Fruita. The application can be found on our website at this [link](#).

- Public Works is accepting applications for a Maintenance Worker, in the Building Maintenance Division. If you are interested or know someone that you may be, you can find the full job description and posting [here](#).

Parks and Recreation

- The is 13th Annual Sweetheart Run 5K/10K Run/Walk is tomorrow and we are excited! As of the end of this week, there are over 400 people signed up for the race, and we are hoping we will get more with the beautiful weather that is forecasted on Saturday.
- Next week, the Fruita Youth Initiative is hosting a Start the Conversation discussion. The topic of managing stress will be presented by Primary Care Partner's Wellness Coach. It be held at the Fruita Community Center on February 19, 2020 from 6:00 p.m. to 7:30 p.m.
- Next week, the portions of the Big Salt Wash Trail will have temporary closures to stabilize a bank section along the wash that has threatened the trail. Closures will be during the workday hours, typically from 7:00 am- 3:30 pm and will generally occur starting February 18 to mid-March.

Planning & Development

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

Major/ Minor Subdivisions:

- Village at County Creek North
- Dwell PUD Concept Plan
- Bradyville Minor Subdivision

Site Design Review:

- Coloramo Site Design Review (333 W Aspen)
- Monument Powder Coating (1596 Cipolla)
- Pediatric Dental Specialist (197 & 101 Jurassic)

Other Applications:

- Cook Short Term Rental
- Christmas Farm Short Term Rental
- Fessler Variance

Police Department

- Welcome to our newest Police Officer, Dylan Moody. With Dylan coming aboard, that leaves us with one remaining vacancy.

Public Works

- Xcel Energy is scheduled to replace the electrical pole serving the Civic Center building tomorrow, which will require the computer network to be shut down for part of the day. Facility staff has been working to notify users and coordinate with those impacted.
- Crews are expected to begin working on channel maintenance along Big Salt Wash next week

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

- [Fruita named one of the safest Colorado cities.](#)
- [Mountain Lion management.](#)
- [Kindness is Contagious week for D51.](#)
- [Being a volunteer firefighter in this day and age.](#)
- [Shrader advances CMU outdoor recreation industry studies degree.](#)
- [Free information and referral resource celebrated in Colorado.](#)
- [Fruita elementary schools boundary discussions.](#)
- [Phone scammers posing as Xcel Energy.](#)
- [Primaries back in CO, Mesa County drop off locations.](#)
- [Snow and Sun: Break into Spring with a Colorado Getaway.](#)
- [The Cycle Effect announces new expansion to Mesa County.](#)
- [Grand Valley's live music options are playing the better.](#)
- [Music Scene: Sidewalk Prophets and other shows for Feb. 14-20.](#)

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.):*

- **February 15, 2020** – Sweetheart 5K/10K Run at 9:00 a.m., Fruita Community Center.
- **February 18, 2020** – Start the Conversation on the topic of Stress Management, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **February 20, 2020** – PHROST Master Plan Community Meeting/Public Forum at the Cavalcade in Downtown Fruita, 5:00 to 6:30 p.m. Come share your ideas on the future of Parks and Recreation in Fruita!
- **February 21, 2020** – Open Coffee Club: Small Business Meetup at FWorks, 10:00 to 11:00 a.m.
- **February 26, 2020** – Great Outdoors Colorado Strategic Plan Listening Tour, Fruita Community Center from 4:30 p.m. to 6:00 p.m.
- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 7, 2020** – An Evening of Art in Fruita, 6:30 p.m. to 9:30 p.m., Fruita Community Center.
- **March 27, 2020** – Night at the FCC, 7:00 p.m. to 10:00 p.m. at the Fruita Community Center.
- **March 11, 2020** – Start the Conversation on the topic of Suicide Prevention, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **April 4, 2020** – 9 Health Fair at the Fruita Community Center, 7:00 a.m. to 11:00 a.m.
- **April 8, 2020** – Easter Egg Scramble at 4:00 p.m., Fruita Community Center.
- **April 15, 2020** – Fruita Back to Summer Fair, Fruita Community Center Meeting from 5:30 p.m. to 7:00 p.m.
- **April 18, 2020** – Youth Scholarship Golf Tournament, Adobe Creek Golf Course at 9:00 a.m.

- **April 22, 2020** – Start the Conversation on the topic of Social Media Use, Fruita Community Center from 6:00 p.m. to 6:30 p.m.
- **May 1, 2020 – May 3, 2020** – Fruita Fat Tire Festival, 18 Road Trailhead and Downtown Fruita.
- **May 2, 2020** – Girls on the Run 5K at 9:00 a.m. at the Fruita Community Center
- **May 6, 2020** - Bike to Work Day, 7:00 a.m. to 9:00 a.m., at Civic Center or Heritage Park.
- **May 29, 2020 – May 30, 2020** – Mike the Headless Chicken Festival, Downtown Fruita.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

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 in Motion: Play Like a Local
Parks, Health, Recreation, Open Space
and Trails (PHROST) Master Plan



FRUITA
COLORADO
PARKS & RECREATION

Community Meeting / Public Forum
Thursday, February 20th
5:00-6:30 PM
Cavalcade in Downtown Fruita
201 East Aspen Avenue

The PHROST Master Plan consultant, GreenPlay, will be leading discussions to gather information on the Fruita community's issues and values as well as on facility and programmatic ideas for Fruita Parks and Recreation.

For more information on the PHROST Master Plan please contact:
Ture Nycum, Fruita Parks and Recreation Director at
tnycum@fruita.org or 970-858-0360 x6400.





EXPLORE FRUITA WITH THE CITY MANAGER

These events are an opportunity for residents to have an open conversation with the City Manager and discuss topics on their mind while exploring Fruita or enjoying a local business. These are casual, informal events that you are all welcome to drop in or out of at any time.

January 7, 2020 at
9:00 a.m. -- Coffee at
Einstein Brothers
Bagels at 9:00 p.m.

February 4, 2020 at
5:00 p.m. -- Beer or
Root Beer at the Hot
Tomato

March 5, 2020 at
4:30 p.m. -- Bike the
Riverfront Trail, meet
at the Fruita
Community Center

For more
information, visit
fruita.org.



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.