



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 28, 2020
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We've got a full agenda for the meeting on Tuesday. We will begin by recognizing the students/teachers of the month from Shelledy Elementary. There are six items of the consent agenda. For public hearings, we have three quasi-judicial hearings scheduled, one on a liquor license application for Imondi Wake Zone, and two on conditional use permits for short-term rentals. We will conclude with two administrative agenda presentations, and an executive session.

Approved Fruita in Motion: Plan Like a Local

The final draft of the Comprehensive Plan Update is now complete! You can view it on our website [here](#).

\$170,000 in Multi Modal Options Funds Awarded to City

The Grand Valley Regional Transportation Committee (GVRTC) approved at their Monday board meeting funding for two Fruita projects.

\$45,000 is to be matched with \$80,000 budgeted funds to pay for an active circulation plan. This includes identifying the transportation needs within the city and completing a plan to create a multi-modal transportation network. The scope includes updating the circulation plan, prioritizing projects, and creating maps that identify the active transportation corridor, network map and street functional classifications.

\$125,000 is to be matched with \$125,000 budgeted funds to design the intersection improvements at Fremont St. And State Highway 6 along with roadway design of Fremont St. To Skiff Ave. The scope of this project includes a traffic study, engineering phases and environmental clearances.

Prospective Economic Development

We hosted the owners of Mesa Grand, landowners in the Fruita Business Park off 16 Road and their representatives this week for a number of meetings with prospective

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

companies we had been in contact with and US Fish and Wildlife regarding the eagles' nest near the property. The meetings were productive, and it was great to catch up with Wenke and Philippe.

We also hosted to development holding groups that were in town interested in learning more about the community (since a previous meeting a year ago) and touring various properties.

General Updates

- Quick reminder, the Fruita Chamber's Candidates and Issues Forum is next Thursday night at the Fruita Community Center from 6:00 p.m. to 8:00 p.m. It is a free event, and more information can be found [here](#).
- Also, next Thursday before the candidate's forum, I will be hosting a quick Bike Ride with the City Manager along the Riverfront Trail. We will meet at the Fruita Community Center at 4:30 p.m. These are casual rides, and as of right now, the weather is looking good.
- On Wednesday night, Ture, Shannon, and I attended the Great Outdoors Colorado (GOCO) Strategic Plan Meeting that was at the Fruita Community Center. GOCO is going through the process of updating its five-year plan and may be making big changes to the way they administer grants. If you were unable to attend, there is an overview of the proposed changes [here](#) as well as a survey. It was great to host GOCO and thank them for their continued partnership.
- Parks & Recreation Director, Ture was participated in a roundtable with GOCO on Thursday and then Ken, Ture and I presented to GOCO Board members and GOCO staff about Fruita GOCO projects, values, goals and upcoming projects over lunch following with a tour of Fruita and surrounding areas.
- The GVRTC Board adopted the 2045 Regional Transportation Plan on Monday as well as approved projects for the Multimodal Options Fund (MMOF) on Monday. Funding has also been identified by CDOT to construct the Highway 20 intersection and signal possibly in their next fiscal year.
- I had the opportunity to join partner agencies and speak to Valley High School at WCCC today about the Fruita community and economic development and tourism.
- School District #51 is in the process of developing a new Strategic Plan. The District held two meetings on the update this week at Grand Junction High School and Fruita Monument and will be holding two more sessions over the upcoming weeks. More information can be found [here](#).
- On our website, the Fruita data has been updated. This data includes demographic information of the City (from the census), and trail counts from all of main trailheads in our area. See the information [here](#).

Engineering

- The Highway 6 Sewer interceptor project is complete with the exception of grouting inside the casing pipe which is scheduled for the first half of March.
- MA Concrete Construction, Inc. will start back up on the 16 Road Trail connection to the Kokopelli Section of the Colorado Riverfront Trail system.

Human Resources/Tourism

- The Fruita Tourism Advisory Council (FTAC) met on Thursday and listened to two presentations. The first presentation was from members of the Downtown Advisory Board and was focused on

the upcoming Fruita Fourth Friday events. The second presentation, from Desert Gravel, was on a proposed gravel bike ride/race to take place in Fruita in October. It sounds like a fun and promising event, and as currently planned, could feature up to five different races ranging from 30 miles to 175 miles along the Bookcliffs. For more information on this race, you can visit this link: [Co2Ut](#). The FTAC also received two applications and presentations to consider for mini grants.

Parks and Recreation

- The Fruita Youth Action Council (FYAC) is now accepting applications! FYAC is group of youth between 6th and 12th grade that meet once a month, provide input on youth related issues and help with community events and programs. An application can be found [here](#).
- Are you in a band? Have you dreamed of playing at the Mike the Headless Chicken Festival? For the first time, Fruita Parks and Recreation are hosting a battle of the bands for the Saturday opening act at the festival. It will be on March 25th at the Fruita Cavalcade, from 6:30 p.m. to 11:30 p.m. More info can be found [here](#).
- Speaking of the FYAC, subcommittees of the Fruita Youth Initiative continue to meet and are working on finalizing the survey that will be conducted on key stakeholders and youth in the area. We will keep you updated on this.
- Don't forget the Fruita Arts and Culture Board will be hosting the Art Stroll on Saturday, March 7th from 6:30 – 9:30 pm at the Fruita Community Center. Tickets are available online at 970tix or at the door. This is a fundraiser event for Art in the Fruita community.

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

Public Works

- Crews are getting close to completing the bank stabilization work on the Big Salt Wash and will be assessing the damaged concrete trail to make repairs in the coming weeks.
- Wastewater staff participated in a stakeholder meeting this week hosted by the Water Quality Control Commission as they continue to develop a plan on adopting new water quality standards, and we will continue to stay informed so that we can understand how these regulations might impact our treatment plant.

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

- [Fruita plans to spruce up roundabouts with landscaping, artwork.](#)
- [The 5th Annual Fruita Art Stroll.](#)
- [Family Health West expands pediatric therapy, opens autism group.](#)
- [Clerk's office re-examining election procedures.](#) AND [Resign, Peters.](#)
- [Head brewer passes his Cicerone exam.](#)
- [Banff Centre Mountain Film Festival in Grand Junction.](#)
- [5 places to see dinosaur tracks in Colorado.](#)
- [Want to know what's coming to the Colorado Legislature? We've got it covered.](#)
- [Rocky Mountain PBS hosts 'Water Week'.](#)
- [Discover the western trail that pioneered bikepacking.](#)
- [D51 seeks public input through strategic plan process.](#)
- [Residential burn season set to begin next month.](#)
- [Mesa County Public Health Addresses Coronavirus Concerns.](#)
- [Palisade Plunge back on track.](#)
- [Mesa County prepared for coronavirus.](#)

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.):*

- **March 5, 2020** – Bike with the City Manager at 4:30 p.m., meet at Fruita Community Center.
- **March 5, 2020** – Fruita Candidate and Issues Forum, 6:00 to 8:00 p.m. at the 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.
- **March 25, 2020** – Mike's Battle of the Bands at the Cavalcade Fruita, 6:30 p.m. to 11:30 p.m. More info can be found [here](#).
- **March 27, 2020** – Night at the FCC: 5th-7th Grade, Fruita Community Center, 7:00 to 10:00 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 6 – 8, 2020** – T.H.E. Trails Summit at the Fruita Community Center. View more [here](#).
- **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.



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.