



FRUITA

COLORADO

Weekly Info 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

To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: December 2, 2016
Re: WEEKLY INFO UPDATE

Tuesday's City Council Meeting

Tuesday night we will have the second reading on the 2017 proposed budget and a presentation on the Gateway Enhancement concepts in addition on the items on the consent agenda.

TID BITS:

- Our police officers will be participating in firearms training next week.
- The police department is also working with the municipal court to deal with old, outstanding warrants.
- The Wrangler re-route grand opening was a great celebration of partnerships between the city, local businesses, BLM, COPMOBA, GVTA and the Western Colorado Conservation Corps who built this section. About 40 people (many riding) attended and it should be the beginning of many more trails through this partnership.
- We also participated in a conference call with BLM, People for Bikes and Colorado's Outdoor Recreation office regarding how to proceed with a social impact study on electric assist mountain bikes in the spring.
- The Community Center will be notifying members of a new \$2 surcharge for paying monthly dues via credit card beginning in February with instructions and time allowed to change over to a checking account to avoid the fee.
- Art and his crew lit up the city this year with 49,700 lights and they look great!
- Paid visits to the Community Center in November was 817 visits over November 2015, and we are 7,698 visits over Jan-Nov comparable to our busiest year in 2014.
- Huge thanks to the Lower Valley Fire Department for the clean-up along the Creekside Trail!
- Fruita officially owns the 32-acre lake parcel at the Industrial Business Park valued at \$245,700.
- Community Development is beginning to use new Public Notice signs that are disposable—a photo of the sign that will be more easily visible and easier to manage is below.

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

- Public Works is looking into obtaining a summer intern in 2017, through the American Public Works Association intern program.
- Staff had a pre-construction meeting with developers of the Adobe View North subdivision.
- The Chamber and I met with the owners and organizers of Country Jam to begin conversations on how we can better partner and integrate with this annual event that hosts 25,000 per day in our backyard.
- Also had the opportunity to meet with a representative of the Cattleman's Association to build on a future partnership with ag-rec education and ag-business development.
- We continue to work with GJ Chamber, GJEP and city of GJ toward the creation of a Foreign Trade Zone, currently conducting weekly update meetings.
- Check out the Chamber's new newsletter here: <http://fruitachamber.org/wp-content/uploads/2016/12/Newsletter-December-Final-1.pdf>
- Governor Hickenlooper appointed Stephanie Copeland as the new executive director of the Colorado Office of Economic Development and International Trade.
- Community Development, Police and Fire are all working together and mailing out notice letters to residents whose addresses are not visible, providing education on how to meet the codes and assist emergency personnel in finding addresses in times of emergency.
- Elevation Outdoors has a new competition that allows us to nominate the "Best of the Rockies" businesses, destinations and events: <http://www.elevationoutdoors.com/best-of-the-rockies/>. We have plenty in Fruita!
- You can see a feature on the GJEP in the Business View magazine here: <https://www.businessviewmagazine.com/digital-magazines/oct-2016/>
- DOLA has announced that they will be combining the December 1, 2016, and April 1, 2017, grant cycles with a due date of Feb. 1, 2017 due to lack of funds.

FRUITA IN THE NEWS (or related news to the area):

- New trails take community effort TV spot: <http://www.westernslopenow.com/news/local-news/new-trails-take-community-effort>
- Riverfront Trail just keeps getting better: <http://www.gjsentinel.com/opinion/articles/riverfront-trail-just-keeps-getting-better>
- Video of Fruita puppy playing in snow goes viral TV spot: <http://www.kjct8.com/content/news/Fruita-puppy-videoed--402585125.html>
- Mesa County poised to complete Riverfront Trail link under 29 Road: <http://www.gjsentinel.com/news/articles/mesa-county-poised-to-complete-riverfront-trail-li/>
- Mesa County will only have 1 DMV office after Clifton, Fruita branches close: <http://www.thedenverchannel.com/news/local-news/mesa-county-will-only-have-1-dmv-office-after-clifton-fruita-branches-close>
- Eight seconds of joy: <http://www.gjsentinel.com/sports/articles/eight-seconds-of-joy>
- Business owners encourage the Grand Valley to shop small this Saturday TV spot: <http://www.kjct8.com/content/news/Business-owners-encourage-the-Grand-Valley-to-shop-small-this-Saturday--402790886.html>

UPCOMING EVENTS (When an RSVP is required I will include the information. I also ask that you 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.):

- **Tomorrow, Dec. 3** is the Employee Christmas Party at 6 pm.
- **Dec. 7** the County is hosting an open house for the new, expanded Veterans Memorial Park at the Mesa County Fairgrounds Community Building at 4 pm (press release below).
- **Dec. 10** from 10 am - 3 pm is the Fruita holiday Craft Fair at the Community Center.
- **Dec. 10** at 5:30 pm is the Parade of Lights in downtown.
- **Dec. 21** at 6pm is Cookies-n-Clause at the Community Center.
- Business Incubator Classes are posted below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The **2016** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>
- Here is a glimpse of the upcoming holiday events in Fruita:

Holiday Arts and Crafts Fair	December 10th	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	December 10th	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	December 21st	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa! Ages 10 and under
Nuggets Skills Challenge	January 7th	9am-1pm	Fruita Community Center	Ages 6-13 years old compete in dribble, pass and shooting drills for a chance to advance to sectionals!
Night at the FCC	January 13th	7pm-10pm	Fruita Community Center	For 5th, 6th and 7th graders come swim, dance or shoot hoops at the FCC \$10.00 entry includes pizza and drink
Sweet Heart 5k/10k Run & Health Expo	February 18th	9am-1pm	Fruita Community Center	5k/10k race and Health Expo
Evening of Art	March 11th	7pm-10pm	Fruita Community Center	Arts and Culture Board Hosts local artists, wineries, breweries and live music
Night at the FCC	March 17th	7pm-10pm	Fruita Community Center	For 5th, 6th and 7th graders come swim, dance or shoot hoops at the FCC \$10.00 entry includes pizza and drink
2nd Annual Youth Golf Scholarship Tournament	April 7th	9am	Adobe Creek Golf Course	Play a round of golf to support the youth of Fruita! All proceeds go directly to scholarships
Easter Egg Scramble	April 12th	4pm-4:15 pm	Fruita Community Center	The Fruita Community Center backyard will be full of plastic eggs for kids 6 and under.

CC: Department Directors

**CITY OF
FRUITA**

PUBLIC NOTICE
Community Development

Come Talk to Us at:

The Civic Center | 325 East Aspen Ave

Visit Us Online:

fruita.org/cd

Call Us at:

970.858.0786

Application #: _____

Application Name: _____

Application Type: _____

Hearing Date: _____



NEWS RELEASE

Date: November 29, 2016

Contact: Stephanie Reecy
244-1755 (Office), 640-7732 (Cell)
Stephanie.reecy@mesacounty.us

County hosts open house for new, expanded Veterans Memorial Park

The community is invited to learn about the proposed design to expand and relocate the Veterans Memorial Park, which will include a stormwater detention area.

The open house aims to share information on the intentions of the project and gather citizen input. Join us on Wednesday, Dec. 7 at 4 p.m. at the Mesa County Fairgrounds Community Building, 2785 U.S. Hwy 50.

“This project is to reconstruct and enhance the Veterans Memorial Park, to a 9.4-acre multi-purpose lawn space at the Mesa County Fairgrounds,” Mesa County Facilities Director Greg Linza said. “The new park will be the largest green space south of the Colorado River in the Grand Valley.”

Citizens are encouraged to attend the open house and share their thoughts and priorities.

“The Veterans Memorial Park will include a stormwater detention area that will help alleviate flooding in downstream areas of Orchard Mesa,” Mesa County Engineer Daniel Larkin said. “But, the focus of this project is to provide recreational opportunities to a diverse range of users.”

For more information, call or text Stephanie Reecy at (970) 640-7732.

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Fruita Holiday Craft Fair

Fruita Community Center
Saturday,
Dec. 10th
10a. to 3p.

- * Gifts
- * Home decor
- * Ornaments
- * Ceramics
- * Jewelry



Parade of Lights

Downtown
Fruita
Saturday,
Dec. 10th
at 5:30pm.



Pumping Up the Dream
Starting a Business in Western Colorado

Take advantage of the opportunity to receive step by step guidance as you start your new business in Western Colorado. This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

Cost is \$50 and includes training materials and membership in the Fast Trac Business Basics program.

Morning Class 9:00am to 11:30am
Tuesday, January 12

Afternoon Class 1:30pm to 4:00pm
Thursday, January 21 in **Fruita**
Thursday, February 4

Evening Class 6:00pm to 8:30pm
Wednesday, February 17

Class Sponsored by:  **Alpine Bank**

Fast Trac Business Basics

All Fast Trac classes are offered from noon-1:00

Must Take Starting a Business Class First

Fast Trac Market Research: Learn to use various market research tools to generate more business	1/19/16 2/10/16
Fast Trac Business Planning: Write a plan to help ensure the success of your business.	1/13/16 2/15/16
Fast Trac Internet Strategies: Learn how to be accessible through the Internet.	1/15/16 2/24/16
Fast Trac Licensing: License your business online.	1/5/16 2/1/16
Fast Trac Cash Flows: Learn how to do a cash flow budget using Excel.	1/28/16 2/18/16 Fruita

Leading Edge
Business Plan Development Program
THE ULTIMATE WORKOUT!

The Leading Edge will help move your business to the next level. This comprehensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Starts: February 9

Graduation: April 26

Classes meet on Tuesday evenings, 6-9 p.m.

Tuition \$275

Application and payment must be received by 2/2/16; pay by January 22, 2016 and receive \$25 discount!

Call 243-5242 to Register

Dates Subject to Change
Events notated @ Fruita will be held at our Fruita Location:

325 East Aspen Street
Fruita, Colorado 81521



The SBDC is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.



Business Valuation:
What's it worth to you?

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Thursday, February 11, 1:30-3:00pm
Cost: \$ 35.00

Business OVER Breakfast
January 14
Small Business Financing 101
8:30-9:30 a.m.

Join our interactive panel of bankers and financing experts for a presentation and discussion on topics of interest to small business.

Cost: Free
A Light Breakfast Snack will be Served



January 15
Main Street Bagels
559 Main Street
Grand Jct, CO
10-noon

Intro to Social Media: Use Social Media to Fill Your Business with Leads

Nikole James with Travel Copy Solutions will teach you how to boost your small business' sales with these great tool.

Thursday, February 18
8:00 - 9:30 a.m.

Fee: \$ 35.00



