



FRUITA

COLORADO

Weekly Info Update

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To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 24, 2017
Re: WEEKLY INFO UPDATE

Tuesday's City Council Workshop

On the agenda is discussion on the pending RV Park & Storage application, billboard lease and City Attorney services.

TID BITS:

- The Fruita Advisory Task Force met with Slate Communications Thursday focusing on the strategy of the City's new direction in marketing efforts. In March, the group will focus on marketing concepts, working with local businesses and the website search engine optimization.
- On the docket for upcoming Planning commission meetings are multiple VRBS applications and new phases of Village at county Creek and Brandon Estates.
- The Trail Host informational meeting held on Wednesday was attended by 5 interested volunteers in addition to 4 others who are in contact but could not make the meeting.
- Work continues on the sewer line replacement in the Laura-Pabor alley, which should complete next week, followed by irrigation work.
- Our City Engineer is assisting the GVRTC in selecting firms to conduct a strategic plan.
- All easements needed for the Aspen Alley project are in the process of legal descriptions being drafted.
- The Adobe View North subdivision progresses with waterline installation.
- Public Works has begun the earth work at Snooks Bottom.
- The Sweetheart Run and Health Expo was another successful partnership with Family Health West—484 runners ran in the 5 & 10 ks.
- We met with the National Forrest Service this week to discuss our mountain properties within their jurisdiction.
- We are wading through a number of applications for the two wastewater openings.
- Staff is reviewing the detailed information that was produced in the RTPO

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

walking audits for Rim Rock Elementary and Fruita Middle School.

- We received the forklift for the City Shops building that will be well used and appreciated by Parks and Public works staff.
- We are looking seriously into a used bucket truck with a warranty within budget.
- The Lieutenant Assessment process begins next week.
- Councilman Kincaid and I attended the Club 20 meeting today with FTAC members Frank Ladd and Orilee Witte to hear Cathy Ritter, Executive Director of the Colorado Tourism Office present on their strategic pillars to compete, create, steward and advocate in their tourism efforts for the state. This includes some innovative tools to direct visitors to lesser populated or known adventures throughout the entire state.
- We are coordinating with GJEP and Bicycle Retailer in planning for their Dealer Tour that will likely have them in Fruita on Tuesday, May 16 and then the following weekend.
- The mountain bike company we are working with to host a bike launch in Fruita decided not to try for May, but are still very interested in a possible fall or 2018 launch.
- The Mayor and I had a meeting with a prospective bike manufacturer that is seeking properties in Fruita and we will continue to work with them and GJEP.
- The first of our three cross-departmental action item teams met this week (Education & Healthy Community) and the other two begin next week. So excited for these engaged teams!

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

- Lacing up to learn about heart health TV spot:
<http://www.nbc11news.com/content/news/414177093.html>
- Fruita seeks riverfront trail hosts: <http://www.gjsentinel.com/news/articles/fruita-seeks-riverfront-trail-hosts>
- An open letter to the community about our public safety challenges:
<http://www.gjsentinel.com/opinion/articles/an-open-letter-to-the-community-about-our-public-s>
- Harmony acres donations from the Lion's Club TV spot:
<http://www.westernsloopenow.com/news/local-news/harmony-acres-donations-from-the-lions-club/660060857>
- Fruita girls try to carry success into playoffs TV spot:
<http://www.westernsloopenow.com/sports/local-sports/fruita-girls-try-to-translate-success-to-playoffs/661466830>
- Montessori charter school to hold open house:
<http://www.gjsentinel.com/news/articles/montessori-charter-school-to-hold-open-house>
- New charter school to open in Fruita TV spot:
- City of GJ, County meet to discuss vision for GJ Regional Airport TV spot:
<http://www.nbc11news.com/content/news/414435283.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.):*

- **Feb. 27** is the Mesa County Bicycling Alliance at 6 pm at the Community Center. Ture, Dahna and I will be speaking.

- **March 1-3** The Colorado National Monument Association is hosting the Peaks, Plateaus, and Canyons Association in Fruita. Please let Deb know if you are interested in attending a dinner at Cavalcade on March 1 at 6:30 pm. The Mayor and I will be attending.
- The Business Incubator class schedule is 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 upcoming City events:

Calendar of Events in Fruita

February 18	Sweet Heart 5k/10k Run & Health Expo	9 am-1pm	Fruita Community Center
March 11	An Evening of Art Gala Tickets: \$25.00 - Available at the Fruita Community Center and Fruita City Market (Proceeds go to support artworks in the roundabouts on Highway 340 at I-70)	7-10 pm	Fruita Community Center
March 17	Night at the FCC \$10 fee (Grades 5-7)	7-10 pm	Fruita Community Center
April 7	Youth Scholarship Golf Tournament Registration \$75 per player - Register at the Fruita Community Center. (All proceeds to support the Fruita Parks and Recreation Youth Scholarship Program)	9 am	Adobe Creek Golf Course
April 12	Easter Egg Scramble (get there early!)	4-4:05 pm	Fruita Community Center
April 19	Arbor Day Celebration	TBD	TBD
April 27-29	Fat Tire Festival		Downtown Fruita
May 5-6	18 Hours of Fruita Mountain Bike Race		CO State Park – Highline
May 6	Girls on the Run 5K Race	Morning	Fruita Community Center
May 20	Beer, Gear & Grub		Southside Marketplace
June 2-3	Mike the Headless Chicken Festival (Theme: Colorado to the Core)		Downtown Fruita
June 8	Thursday Night Concert Series (first night of the series)		Fruita Civic Center Park
June 21	Community Solstice/Harvest Diner		Downtown Fruita
June 24	Fruita Farmers Market (first market of the season)		Fruita Civic Center Park

CC: Department Directors



Pumping up the Dream Starting a 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.

\$50
Class Fee

Upcoming Class Dates

Tues 1/31/17, 1-4 PM
Tues 2/7/17, 1-4 PM (Fruita Location)
Thurs 2/23/17, 6-9 PM
Thurs 3/8/17 9-12PM

Fast Trac Business Basics

MUST PRE-REGISTER CALL 970-243-5242
Classes are offered from 12-1 PM
Must take Starting a Business Class First

Market Research	3/2/17
Learn to use market research tools to generate more business	(Fruita Location) 3/30/17
Business Planning	2/9/17
Write a plan to help ensure the success of your business	3/9/17
Internet Strategies	2/16/17
Learn how to be accessible through the internet	3/16/17
Licensing	2/2/17
License your business online	
Cash Flows	2/23/17
Learn how to do a cash flow budget using Excel	3/23/17



THE LEADING EDGE

The Leading Edge Program helps 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.
Feb 14- May 2 : Every Tues 6-9
Cost: \$275

Call 243-5242 to Register or visit us at gjincubator.org

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location
325 East Aspen Street
Fruita, Colorado



GRAND JUNCTION Small Business Development Center

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.

Mar. 7
9-12 PM

Is a Franchise the best
business choice for you?

Learn how to evaluate a franchise opportunity in a way that will answer all your questions, and address all your concerns.

We will discuss a 7 step process for analyzing a franchise opportunity. Learn how to compare several franchise opportunities to determine which presents the best opportunity.

Cost: \$45

Open Coffee Club

3rd Fri
of every month
10-12 PM



February
Aspen Street
136 E Aspen Ave, Fruita, CO 81521

Feb. 3
1-3 PM

What you dont know can
hurt you: Employment
Law Update

Whether your organization has one employee or 100, your employment policies and practices are impacted by laws and regulations that originate at the Federal, State, and local levels. An employer's misstep with one of these laws could cost thousands of dollars and have a devastating impact on your company. Come learn how to minimize that risk.

Cost: Free