



FRUITA

COLORADO

Weekly Info Update

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Recreation Dept.
970-858-0360

To: MAYOR AND CITY COUNCIL

From: MIKE BENNETT

Date: APRIL 28, 2017

Re: WEEKLY INFO UPDATE

Tuesday's City Council Meeting

Tuesday's meeting has a fairly light agenda, beginning with a Proclamation on Teacher Appreciation Week, the consent agenda and a brief training on density bonus standards.

Mayor & City Manager's from Westslope to West Coast Sea Otter Trip

Our trip to Sea Otter with guest Fruita Ambassador, Hot Tomato owner Jen Zeuner and Steve Jozefczyk was extremely productive. A huge thanks goes out to Jen Zeuner who knows so many in the bike industry from her pro racing days to even today as much of the industry will frequent Hot Tomato as they ride in Fruita. We were able to stop in Ogden, UT and visit with the Mayor and learn about their efforts that have yielded a large concentration of outdoor recreation industry companies—validating our efforts. We visited with a company in Reno, NV and viewed redevelopment efforts in both downtowns of Reno and Ogden. Friday and Saturday were full busy days at the Sea Otter Classic continually talking with companies—a few that are seriously considering either a press camp or relocation to Fruita. Updates from this week's recruitment trip can be found at <http://www.gjep.org/sea-otter-classic/>.

MTN Town Magazine Spring 2017 Edition Highlighting Fruita

Pages 12-15 in the following digital version cover Fruita:

https://issuu.com/mtntownmagazine/docs/spring_2017_issuu

TID BITS:

- CIMA, a relatively new mountain bike manufacturer and direct-to-consumer sales company is under contract to purchase a building on Aspen Ave. to have a store front in Fruita. They are at Fat Tire Festival, so drop by and give them a warm Fruita welcome.
- The FTAC is partnering with Over the Edge to fund a professional video of the Fruita Fat Tire Festival this weekend.

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

- The FTAC is also helping fund the Grand Day 2.0 video that will feature Fruita in various segments.
- A recap of Senator Gardner’s recent visit to the Valley and meeting with City Council can be found at:
https://outreach.senate.gov/igextranet/view_newsletter.aspx?id=103467&c=CGardner
- See the Colorado National Monument upcoming activities pasted below.
- COPMOBA has hired a new coordinator (Press Release below).
- The Outdoor Industry Association has released an Outdoor Recreation Economy Report, highlighting \$887 Billion in consumer spending and 7.6 Million jobs:
<https://outdoorindustry.org/resource/2017-outdoor-recreation-economy-report/>
- The Historic Preservation Board is going to print with updated Downtown Walking tour brochures thanks to donations to match City contribution.
- RFPs for restructuring the bond debt for the Community Center are out.
- The Family Health West billboard is up and will soon be re-stretched. Lights have also been repaired.
- Police have been busy investigating the armed robbery at Maverik, offering support at FMHS after the sad loss of a student (our hearts go out to the family and friends), hiring new police officers, adjusting to all promotions, training, etc.
- Road overlays are complete.
- The new ADA route at Snook’s Bottom is now paved.
- Sam and I presented a grant request to AGNC to assist with the Pabor-Pine crosswalk project.
- The Pabor/Laura Ave. irrigation is now on after the recent project.
- The Aspen Village Subdivision is progressing on sewer work.
- Adobe View North should be paving next week.
- We had a bar screen at the WWRF go out and is being worked on.
- The State Park is planning to pave their portion of the Riverfront trail May 8-June 15.
- Public Works crews did a fantastic job prepping for Fat Tire Festival—street sweeping, spraying out storm drains, etc.
- I was able to speak at a District 51 Community Engagement event last night about community, schools and Fruita. My talking points are below.
- The Mayor attended the US Cycling VIP reception last night representing Fruita.
- Ken, Ture and I attended the Fruita Fat Tire VIP event last night.
- Today the Mayor and I will be engaging with Fat Tire vendors welcoming them to Fruita.
- I will also be in attendance at the Hawkeye mountain bike trail grand opening at 4pm today.

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

- Fruita Monument students honored at scholarship assembly TV spot:
<http://www.nbc11news.com/content/news/420669323.html>

- New program in Fruita aims to fight diabetes TV spot: <http://www.nbc11news.com/content/news/New-program-in-Fruita-to-help-prevent-type-2-Diabetes-420305083.html>
- Land buy, grant to help Fruita expand park: <http://www.gjsentinel.com/news/articles/land-buy-grant-to-help-fruita--expand-park>
- Police seek armed robber of Fruita gas station: <http://www.gjsentinel.com/breaking/articles/police-look-for-armed-robber-of-fruita-gas-station>
- District offers support for its students after two deaths by suicide: <http://www.gjsentinel.com/news/articles/district-offers-support-for-its-students-after-two>
- Hang 10 in Fruita and surf the mighty irrigation canals: <http://kekbfm.com/fruita-canal-surfing/>

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.):*

- **Today, April 28** at 4pm at the Mack Ridge Trailhead parking lot is the grand opening event of our new mountain bike trail, Hawkeye.
- **Today and Tomorrow, April 27 – 29** is the 22nd annual Fat Tire Festival in downtown Fruita.
- **April 29** is the Family Health West Red Baron Ball at the Avalon Theatre—doors open at 5pm.
- **May 1** is a special Council Workshop with representatives from the School District and School Board at 7 pm.
- **May 5** is the Leadercast event hosted by the Fruita Chamber and streamed in to the Fruita Community Center from 9:00 am – 3:30 pm.
- **May 5-6** is 18 Hours of Fruita Mountain Bike Race at Highline State Park (sold out).
- **May 6** is the Girls on the Run 5k race in Fruita.
- **May 13** is the annual Fruita History Fair and Then & Now Photo Exhibit from 8 am – 2 pm at the Cavalcade (poster below).
- **May 16-18** is the Bicycle Retailer (BRAIN) Dealer Tour in the Grand Valley. Wednesday they will be riding into and around Fruita to visit with businesses. The Mayor, Ture and I will be riding with them as they have limited space for the ride. They are setting their own agenda and will be at lunch at the Hot Tomato.
- **May 18** is the BRAIN Tour closing reception at MRP in GJ.
- **May 20** is the first annual Beer, Gear and Grub festival in the Southside Marketplace.
- **May 20** you are invited to the inauguration of the Cameo Shooting and Education Complex where Governor Hickenlooper will fire the “First Shot” using a custom rifle provided by a GJ manufacturer. Agenda below.
- **May 24** is the Chamber of Commerce Member appreciation lunch on the Chamber lawn.
- **May 25** is the Colorado Riverfront Concert featuring Tinsley Ellis with “Blues are Dead” at the state park.
- **June 2-3** is Mike the Headless Chicken Festival in downtown Fruita.
- **June 6** is the 2017 Western Colorado Economic Summit presented by GJEP at CMU: <http://www.gjep.org/western-colorado-economic-summit/>.
- **June 7** is the Fruita Chamber of Commerce Legislative Forum with state, county and City officials speaking at the Lower Valley Fire Department at 7:30 pm.
- **June 8** begins the Thursday night concert series in Civic Center Park each week.

- **June 8** is a Riverfront Concert featuring Big Sam's Funky Nation at the state park.
- **June 21** is the first annual Summer Solstice Harvest dinner (community dinner in downtown).
- **June 24** begins the Farmers Market series each Saturday in Civic Center Park.
- **June 29** is a Riverfront Concert featuring the Fabulous Thunderbirds at the state park.
- 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>

CC: Department Directors

District 51 Community Engagement Event Talking Points

- City goals, direction, philosophy
- Expound on quality of place & economic health
- Ask—what do people base moving decisions on?
 - Education system is top of list
 - We see this with our proactive/creative business recruitment outreach
 - Our hospital, Family Health West, sees this when recruiting physicians and medical staff to the community?
 - Where do people find this info?
 - www.greatschools.org
- Fruita does not want to be the community that says—we don't do schools—that is the school district?
- Communities are as successful as their partnerships---each entity in a community can't do it by themselves—just like a school can't be fully responsible for a child's education—it is proven parents and/or support services make a huge impact
- Examples in Fruita:
 - Communities that Care
 - Recreation partnerships with schools
 - Rewards
 - Volunteers at schools
- As a community and district, we need to do a better job highlighting our success—I hear too much negative and not enough positive, and I am an optimist and I live in Fruita surrounded by positive people
 - Example:
 - I love the staff and teachers at my kids school Rim Rock Elementary
 - I am excited for them to attend the Middle and high schools

- Fruita Monument High School has some great programs and I love the volunteer work students do in our community—many hours, much good for the community—big example is our FFA group that is the best in the state
- Fruita Middle School has regular visiting schools from across the country coming to learn about the Fruita Middle School story
- FMS was recent ranked in the Smart List's 85 Elementary & Middle Schools Worth Visiting
- FMS is a model Professional Learning Community (PLC)—one of only 2 in state K-12
- FMS Principal is asked to speak to schools across the country
- A Professional Learning Community (PLC) is when teachers collaborate to ensure that learning for all—not teaching for all in isolation—which is what we are trying to do as a community—collaborate together for the good of the kids and community as a whole.
- Schools are essentially the lifeblood of a community—the better schools are, the better the community, the better the attraction, the better the health of the community.
- I am passionate, as a father and as a city manager about our schools being the best they can be because the success of our children's education is the success of our community.

Come join us at Colorado National Monument for our April 2017 Walk & Talk programs!

Colorado National Monument in partnership with the Colorado National Monument Association presents the 2017 Spring Walks & talks Series.

Come join us at Colorado National Monument for the Spring 2017 Walks & Talks series.

The public is invited to participate in our April 2017 programs covering such diverse topics as history, astronomy and star gazing.

Come and view the night sky through large telescopes with the Western Colorado Astronomy Club (WCAC) at the Colorado National Monument Saddlehorn Picnic Area. All events start at dusk, weather permitting.

Meet in the Saddlehorn picnic parking lot just after sunset. Join the WCAC who share their telescopes. Weather permitting you will see planets, galaxies, star forming nebulae and clusters. It could be cool, so bring a blanket, warm jackets and some hot drinks.

Approximately two hours. Advance registration is not required.

- 4/22/17** The Great Nebula in Orion, Mars & Jupiter
5/20/17 Spiral Galaxies, Mars & Jupiter
6/24/17 The Moon, Jupiter & Saturn
7/22/17 Great Globular (Star) Cluster (M13) in Hercules
10/21/17 Saturn, and M31

Go to www.wcacastronomy.org for more information.

National Parks and America's Railroads

Sunday, 4/23/2017 3:00 p.m. and Monday, 4/24/2017 10:00 a.m.

Join us at the visitor center auditorium to hear Pat Thrasher, Director of Glenwood Railroad Museum in Glenwood Springs, Colorado as he explores the relationship between America's National Parks and its railroads. He will discuss the history from the Northern Pacific and Great Northern Railroads over a century ago to Amtrak and the Alaska Railroad today. During the late 1800's the growing conservation movement fought a public battle to protect areas like Yosemite and Yellowstone and the nation's western railroads lent much needed support to the idea.

All programs are open to the public and free of charge. There is an entrance fee of \$15 per vehicle to Colorado National Monument or use your annual pass. Participants on hikes will be required to sign an acknowledgement of Risk Liability Waiver.

All events are sponsored by the National Park Service at Colorado National Monument. Support is provided by Colorado National Monument Association, a 501 (c) 3 nonprofit educational organization which helps support educational, scientific, historic and research projects at Colorado National Monument. CNMA membership helps support educational programs at Colorado National Monument.



For more information, contact:

Scott Winans
COPMOBA - Pres.
719-210-1635

FOR IMMEDIATE RELEASE

**COLORADO PLATEAU MOUNTAIN BIKE TRAIL ASSOCIATION, INC., ANNOUNCES
NEW COORDINATOR IN FULL-TIME ROLE FOR ORGANIZATION**

Grand Junction, CO – April 19, 2017)

The Board of Directors of the Colorado Plateau Mountain Bike Trail Association, Inc. (COPMOBA), is pleased to announce the hiring of Ms. Tisha McCombs to the position of full-time Coordinator for the organization, effective immediately.

Ms. McCombs, a resident of Montrose, CO, assumes the role for the organization and its chapters throughout western Colorado as we move to expand our presence and activities in numerous communities. Tisha brings skills in project and operational management, marketing, revenue growth, volunteer coordination, public lands agency interfacing, and community outreach to assist COPMOBA in furthering its goals to create and maintain singletrack trail resources in the Western Colorado region.

Contact information for the Coordinator, and for the organization, remains the same;

- EMAIL: coordinator@copmoba.org
- PHONE: (970) 244-8877
- MAIL: P.O. Box 4602, Grand Junction CO, 81502
- WEB: www.COPMOBA.org

Please join us in welcoming Tisha McCombs to the organization, and look to meet her at upcoming events at all regional chapters and communities.



Since 1989, COPMOBA has been dedicated to building, maintaining, and advocating for sustainable singletrack mountain bike trails on the Colorado Plateau in Western Colorado.

The Fruita Historic Preservation Board presents

A Fruita History Fair.



Saturday, May 13

8:00 a.m. to 2:00 p.m.

Cavalcade

201 E. Aspen Ave.

Then & Now Photo Display.

Books, Artifacts, Period Music.

Bring Your Photos & Artifacts



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 5/16/17 1-4 PM (Fruita Location)
Tues 5/30/17 9-Noon
Fri 6/9/17 9-Noon
Tues 6/20/17 1-4PM (At FACTORY)

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 Learn to use market research tools to generate more business	5/4/17 6/8/17 (At FACTORY)
Business Planning Write a plan to help ensure the success of your business	5/18/17 6/22/17 (IN Fruita)
Internet Strategies Learn how to be accessible through the internet	5/25/17 6/29/17
Licensing License your business online	5/11/17 (Fruita) 6/15/17
Cash Flows Learn how to do a cash flow budget using Excel	4/27/17 6/1/17



How to list, sell, and prosper on Amazon.com

We will address the ins and outs of selling on Amazon.com including how to list your products, ship items to Amazon or directly to customers, and how much it costs. We will address everything from getting started to wholesaling to Amazon.

A powerpoint presentation with lots of detail and a lengthy Q & A to follow.

June 26 1PM-3PM
2017 Cost \$35

Do what works for you, take one class for \$50 or both classes for \$75.

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



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.

3rd Fri
of every month
11-Noon

Open Coffee Club

GRAND VALLEY E-SERIES

The Business
Incubator Center
2591 Legacy Way
Grand Junction, CO



We will be introducing our new format! Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee. Check gjincubator.org for monthly speakers.

BUSINESS VALUATION

May 26th
10-11:30

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. Cost: \$35

1st. Thurs
of every month
5-7 PM

GV Food Hub Meetup

Who we are - a group of farmers, ranchers, food producers, and consumers with a strong belief that buying locally creates a community with enhanced economic, health, and social benefits. Our goal is to have a study performed to determine the feasibility of creating a Food Hub in the Grand Valley. The 1st Thursday of each month, from 5-7 p.m. - we'll supply beverages.

LOOKING TO FRANCHISE?

June.
13
1-4 PM

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. Will discuss proprietary tools that allow you to match your personal attributes to companies where people just like you are being highly successful. Assess your readiness to go into business. Cost: \$35



COLORADO DOWNTOWN STREETS WORKSHOP



#COWDOWNTOWNSTREETS

Colorado is experiencing a steady increase in population and tourism, and with this comes an interest in revitalizing our downtowns and main streets.

Come to this FREE and INTERACTIVE half-day workshop to learn how communities can strike a balance among the many demands that face our downtown streets. Learn how to communicate and work with state and local agencies, identify problems, consider solutions, and get projects built to improve your downtown.

This workshop is designed for community residents, engineers, planners, advocates, and anyone else interested in making their downtowns better. Workshop attendance is limited so sign up now! Registration deadline is April 14.

WHEN: Wednesday, April 19 / 9:30am-2:00pm

WHERE: Mountain Valley Bank - Meeting Room, 400 Main Street, Meeker, CO

TO REGISTER: <http://events.constantcontact.com/register/event?llr=jodszygwb&oeidk=a07edweb709b30fca75>

*Workshop attendees will receive a FREE COPY of *Colorado Downtown Streets: A Tool for Communities, Planners, and Engineers*

For Additional Venue Information: Stephanie Kobald • stephanie@meekerchamber.com • (970) 878-5510





COLORADO

Parks and Wildlife

Department of Natural Resources

Northwest Regional Office
711 Independent Ave
Grand Junction, CO 81505

Cameo Shooting and Education Complex Governor 'First Shot' Ceremony

Saturday, May 20, 2017

Agenda

- 8:30 am Arrive, meet and greet
Coffee and light breakfast served
- 9:30 Welcome - Town of Palisade
Mayor Roger Granat
City Manager Rich Sales
- 9:45 Introductions - Opening Remarks
JT Romatzke, CPW Area Wildlife Manager
- 10:00 Governor John Hickenlooper
- 10:15 Bob Randall, DNR Executive Director
- 10:25 Bob Broscheid, Director Colorado Parks and Wildlife
- 10:35 Safety briefing
- 10:45 'First Shot' Governor John Hickenlooper
- 12:00 Closing remarks - JT Romatzke

Directions: The complex is located 4 miles east of the Town of Palisade. Take Exit 46 from eastbound or westbound Interstate 70. From there you will be directed to the site of the Cameo Shooting and Education Complex 'First Shot' Ceremony.

