



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: August 11, 2017  
Re: WEEKLY INFORMATION UPDATE

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Fruita CO 81521

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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

### **Tuesday's City Council Meeting**

Jon Maraschin with the Business Incubator Center will provide Council an updated to kick off the meeting. Following the Consent Agenda, there is a public hearing for second reading of the Community Center bond refunding.

### **Blueprint 2.0 Certified Small Business Community**

Jon Maraschin and I presented to OEDIT today and we should hear next week if we receive the designation and the grant. We requested \$30,000 over a three year period to transition the Business Incubator space in the Civic Center to a co-working space managed by the BIC.

### **TABOR Review Committee**

Notice of the City seeking volunteers was published in the Daily Sentinel July 24 and July 30. An email invite was also sent to list of past participants Monday and a follow-up today. We have received three applications total. We have placed an item on the agenda under Council Reports and Actions to discuss efforts to recruit more participants and opportunity to appoint those who have applied. The following is the notice published in the Sentinel:

*The City of Fruita is looking for volunteers who are interested in serving on a Citizen Review Committee to study the effects of the TABOR amendment on the City of Fruita and to make recommendations to the City Council regarding proposed courses of action. Members shall consist of residents of Fruita and are appointed by the City Council. Terms of appointments shall be until the scope of work outlined by the Council (Resolution 2017-22) is complete or April 2018, whichever comes first. Applications are due by August 9, 2017 and may be picked up at the Fruita Civic Center, downloaded from the City's website at [www.fruita.org/bc](http://www.fruita.org/bc) or requested by email sent to [dwoods@fruita.org](mailto:dwoods@fruita.org). Completed applications should be submitted to the City of Fruita, 325 E. Aspen, Fruita, CO 81521 or emailed to [dwoods@fruita.org](mailto:dwoods@fruita.org) or faxed to (970) 858-0210. Additional information can be obtained from the office of the Fruita City Clerk at 858-3663 or from the city's website at [www.fruita.org/bc](http://www.fruita.org/bc).*

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

## **Fruita Chamber of Commerce is looking for Fall Festival Grand Marshall Nominations**

*Do you know a local resident who has a reputation for outstanding community service? Each year the Alpine Bank Fruita Fall Festival parade sponsored by Grand Valley Bank honors a resident or residents who has gone above and beyond for Fruita. The Fall Festival committee is now accepting nominations for the Grand Marshal of the 2017 parade. If you know of a Fruita area resident who has contributed to our community, you are invited to nominate him or her for this great honor. Nominations will be accepted through September 1 at the Fruita Area Chamber of Commerce. Mail or drop off a detailed written description of what the nominee has accomplished in his/her life, using as many specific examples as possible. The Chamber address is: 432 E Aspen Avenue, Fruita, Colorado, 81521. You may also email the nomination to [events@fruitachamber.org](mailto:events@fruitachamber.org).*

## **TID BITS:**

- June sales tax revenue was 11.74% above June of 2016. Through June 2017 is 9.17% above 2016 through the same period.
- County sales tax revenue the City receives is up 6.08% above the same period in 2016.
- Lodging tax revenue through June is 8.24% above the same period in 2016 and June specifically was 13.51% over June of 2016.
- Thanks to Councilman Kincaid for joining me today to tour around a business prospect from Silicon Valley. I know they left with a positive impression on Fruita—also thanks to Family Health West and GJEP for their assistance.
- Some of the highlights Public Works crews completed in July:
  - 31,453 feet of sewer collection lines cleaned
  - 13,000 gallons of weed sprayed in right of ways, in addition to public areas such as the sewer lagoons, waste water reclamation facility and Highway 340 roundabouts.
  - 112.2 miles of street swept
  - Patched Laura Avenue, Arbuckle Street and Laura intersection and Arbuckle by Pabor
  - Replaced 6" valve in alley by McCune
  - Installed asphalt ramp and cleared overflow parking area at Little Salt Wash Park
  - Graded a laid gravel in alleys
  - Delivered 500' of 6" pipe to mountain properties
  - Completed 3 day CIRSA training
  - Among many other tasks related to Fleet maintenance, mountain properties, sewer lines, road maintenance and building maintenance
- The State Engineer's Office completed (with staff present) an inspection of Reservoir 2 dam Wednesday that went well.
- Union Pacific Railroad had a scheduled closing Thursday of the rail crossing at 15 Road which all emergency services and businesses were notified ahead of time—it is back open.

- We contracted with Stripe-A-Lot to re-stripe all lane lines on City streets this week—this also included a new lane configuration on Wildcat Avenue intended to ease traffic around the high school. Kudos to Todd Patton and Danald Nagle for coordinating this effort.
- Staff has been making good progress this week on cleaning up Will's property and constructing overflow parking lot.
- The fall edition of the City Link is to the printer.
- We should have a final draft of the community survey to bring to Council to see at the August workshop.
- Recreation has made offers to two new supervisors for Programs and Aquatics.
- Planning Commission denied a land use code amendment (5-0) and the Iron Wheel sketch plan (3-2) Tuesday night. We will discuss at the August workshop.
- Plans for a Starbucks Coffee and up to two additional unnamed commercial spots were submitted to Planning and on the website for the location near McDonalds.
- The old salvage yard will be going to Planning Commission in September with a zone change request from DMU to Commercial.
- Mark is busy with a number of open code enforcement cases.
- Village at Country Creek Phase 5 and Aspen Village subdivisions are on the consent agenda Tuesday night.

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

- Volunteers needed for TABOR committee: <http://www.westernsloopenow.com/news/local-news/volunteers-needed-for-tabor-committee/786238934>
- Business stories illustrate examples worth following: <http://thebusinesstimes.com/business-stories-illustrate-examples-worth-following/>
- 13<sup>th</sup> annual Colorado River clean up: <http://www.westernsloopenow.com/news/local-news/13th-annual-colorado-river-clean-up/785162433>
- Thrills & spills: Enduro race series excites racers at Powderhorn: <http://www.gjsentinel.com/news/articles/thrills--spills-enduro-race-series-excites-racers>
- Fighting for your museum: <http://www.gjsentinel.com/opinion/articles/fighting-for-your-museum>
- Mom, 2 kids lost on mesa overnight found help at cabin: <http://www.gjsentinel.com/news/articles/mom-2-kids-lost-on-mesa-overnight-found-help-at-ca>
- Grand Valley hospitals collaborate to offer transitional care: <http://thebusinesstimes.com/grand-valley-hospitals-collaborate-to-offer-transitional-care/>
- Solar eclipse on Aug. 21 first coast-to-coast event in 99 years: <http://www.gjsentinel.com/news/articles/solar-power>
- Jarvis site setback needs perspective: <http://www.gjsentinel.com/opinion/articles/jarvis-site-setback-needs-perspective>

**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, August 12** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 17** is the Chamber Business After Hours at Moon Farm, hosted by Moon Farm and KMZK, from 5:30 – 7:30 pm.
- **August 19** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **August 26** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Aug. 27** Downtown Colorado Inc. will be providing a Downtown Institute training at the Avalon from 1-5 pm (Details below).
- **August 30** is the next AGNC Board meeting held in Grand Junction at the Lincoln Park Hospitality Suite from 9 am – 1:30 pm. The agenda is posted below.
- **August 30** will be the next Fruita Chamber Economic Development Summit from 5:30 – 7:30 pm at Cavalcade (invite below).
- **Sept. 2** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Sept. 9** is Dog Daze at the Community Center outdoor pool from 10 am – 12 pm.
- **Sept. 9** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **Sept. 15** is Night at the FCC at the Community Center from 7-10 pm.
- **Sept. 16** is the Fruita Farmer's Market in Civic Center Park from 8:30 am – 12:30 pm.
- **September 22** is the annual Old Fossil Golf Tournament at Adobe Creek (info below).
- **Sept. 22-24** is Fruita Fall Festival in downtown.
- **Sept. 28** is the Great Outdoors Colorado (GOCO) 25<sup>th</sup> Anniversary party at 7pm in Civic Center Park by invite only. This is tied to their annual staff retreat in Fruita.
- **Sept 29-30** is Tour of the Moon.
- **Sept. 30-Oct. 1** Rocky Mountain Bikes will be in Fruita for a private launch of two new bikes.
- **Oct. 21** is Grand Valley Transit Training from 9:30 – 11:30 am at the Community Center.
- **Oct. 28** is Truck-N-Treat in downtown from 10 am – 12 pm.
- **Oct. 31** is Trick or Treat Street from 3-5 pm.
- **Nov. 4** is Rim Rock Marathon ending in Circle Park from 8 am – 12 pm.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- The Business Incubator upcoming events are posted below.
- The **2017** Events Information is also available online at: <http://www.fruita.org/parksrec/page/special-events>

CC: Department Directors



**DOWNTOWN INSTITUTE**

## GRAND JUNCTION | AUG 27th

Avalon Theater, 1-5 PM, Sunday, August 27th

*Strategies for Downtown Retail* at the Downtown Institute, will provide thought-provoking presentations and interactive dialogue to get business owners, employees, and downtown champions leveraging assets and planning for success! Specifically, the event will focus on how small business can survive in an Amazon world, merchandising, and using consumer preferences and demographics to your advantage.

As always, DCI members receive a discount - click [here to sign up.](#)

Our speakers include:



**Brian Corrigan,**

**Founder and director of OhHeckYeah**

*Design Principles for Merchandising and Window Displays and Small Business Thriving in an Amazon Environment.*



**Rachel Trignano,**

Public Relations Specialist for the  
Colorado Symphony



**Elaine Brett,**

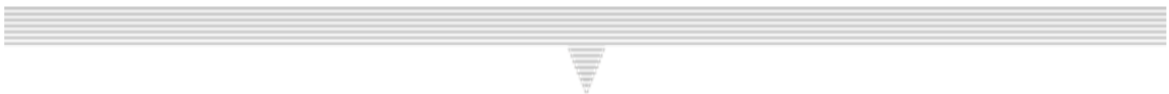
Paonia Theater Champion,  
DCI Board Member,  
EMB Associates LLC



**Pattie Snidow,**

USDA Rural Development

*Resources for Business Succession Planning*



[Register Today!](#)





# **ECONOMIC DEVELOPMENT SUMMIT**

**August 30, 2017**

**6:00 PM**

Please join the City of Fruita and Fruita Area Chamber of Commerce for this event. Your input is greatly valued in efforts to create jobs and improve our Fruita economy. A team can accomplish more together working to bring new businesses to the area while assisting existing businesses with growth opportunities. Please don't miss out on this Community Connection Opportunity! Panel participants include: Frank Ladd, Mike Bennett, Jon Maraschin, Sheriff Matt Lewis, Kelly Flenniken, Curtis Englehart, Terri Benson, and Steve Jozefczyk.

Cavalcade  
201 E. Aspen Avenue  
Fruita, Colorado





ASSOCIATED GOVERNMENTS  
OF NORTHWEST COLORADO

## AGENDA

### AGNC BOARD OF DIRECTORS & MEMBER MEETING

August 30, 2017

*Lincoln Park Hospitality Suite, 1340 Gunnison Avenue, Grand Junction, CO*

9:00 am – 1:30 pm

Pledge of allegiance

- 9:00 A.M
1. **Call to order** – Ray Beck, Chairman:  
Introductions  
Approval of minutes
  2. **Financial report** – Bonnie Petersen
  3. **Project and Committee Reports:**  
Dave Norman – Area Agency on Aging  
Cheryl McDonald – Dinosaur Welcome Center  
Orf and Orf – Legislative Report

10:00-10:30 Colorado Parks & Wildlife NW Regional Manager - JT Romatzke;

10:30-10:45 BREAK

10:45-12:30 State Legislator Discussion – 2018 Session Expectations

- Senator Don Coram
- Senator Ray Scott
- Representative Bob Rankin
- Representative Dan Thurlow
- Representative Yuelin Willett
- Representative Marc Catlin

12:30- 1:00 Lunch Meeting Sponsored by:

1:00 - 1:15 Federal Delegation updates

1:15 - 1:30 Administrative Updates

5. **Bonnie Petersen**  
Administrative Update

6. **New Business:**

*Next Meeting is on September 20, 2017, Oak Creek Town Hall, 129 Nancy Crawford Blvd., Oak Creek, CO*

7. **Adjournment**



**SAVE THE DATE: FRIDAY SEPT. 15**

# **COLORADO RIVER DISTRICT'S ANNUAL WATER SEMINAR**

**Two Rivers Convention Center Grand Junction, Colorado**

## **Points of No Return?**



### **Where go the return flows:**

Irrigation modernization is more than about increasing efficiency. The loss of return flows affects streams, other water users and the environment.



### **Fill Lake Mead first?**

What does that mean to Lake Powell and the Upper Basin. Are both reservoirs viable in the west's new drier climate?



### **The Salton Sea's decline:**

Why California's artificial sea's decline is the wild card that needs to be an ace if California and the Lower Basin states are to have a drought contingency plan.



Museums of Western Colorado and  
Family Health West  
bring you...



**September 22**  
9 am Shotgun Start



**ADOBE CREEK  
NATIONAL**

**Adobe Creek  
National Golf Course**



Food by Flavors

**Old Fossil: \$100**  
**Team of 4: \$400**  
**Hole Sponsorship: \$120**  
**Add a Family MWC Membership: \$60**

*For information and to register, contact:*  
Peter Booth (Museums of Western Colorado)  
970.242.0971, ext. 204

Stacey Mascarenas (Family Health West)  
970.858.2170

**Register online...**  
**[museumofwesternco.org](http://museumofwesternco.org)**



*Proceeds benefit the Museums of Western Colorado and Family Health West. Thank you for your support!*

Name (or team name)

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Address

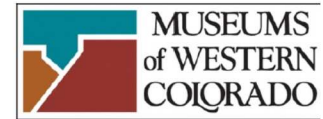
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Phone

Email

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Single Old Fossil: \$100  Team of Old Fossils: \$400  Hole Sponsorship: \$120  MWC Family Membership: \$60



## Old Fossil Golf Tournament September 22, 2017

Is golf your game of choice? Travel back in time to a day when the T-Rex and Apatosaurus (Brontosaurus) roamed the what is now the Grand Valley while enjoying your favorite pastime. The Old Fossil Golf Tournament offers golf enthusiasts and social golfers the opportunity to enjoy one of western Colorado's finest golf courses with their friends, peers and co-workers while supporting the efforts of Family Health West and Museums of Western Colorado's Dinosaur Journey. This Old Fossil is being held in conjunction with the 2017 Fruita Fall Festival.

**When:** September 22, 2017

**Where:** Adobe Creek Golf Course

### Sponsorship Levels:

#### The Old Fossil-Title Sponsor: \$3,500

- Three foursomes
- Primary name and logo on all event advertising and collateral
- Name and logo displayed on player gifts
- Three premium hole sponsorships with signage
- Opportunity to include items in participant giveaway bag
- Banner with name and logo displayed at Dinosaur Journey during the week of the Golf Tournament

#### Jurassic-Major Sponsor: \$2,000

- Two foursomes
- Secondary name on event advertising and collateral
- Opportunity to include items in participant giveaway bag
- Two premium hole sponsorships with signage
- Banner with name displayed at Dinosaur Journey

#### Media Sponsor: \$2,000

These sponsors will help lead the promotional efforts for the Old Fossil Golf Tournament

- Two foursomes
- Secondary name on event advertising and collateral
- Opportunity to include items in participant giveaway bag
- Two premium hole sponsorships with signage
- Banner with name displayed at Dinosaur Journey

#### Prehistoric-Contributing Sponsor: \$1,000

- One foursome
- Name on event advertising and collateral
- Opportunity to include an item in participant giveaway bag

- A premium hole sponsorships with signage

**Lunch Sponsorship: \$1,000**

This sponsor will underwrite the lunch that will provide to the players at the end of play and during the awards ceremony.

- One foursome
- Name on event advertising and collateral
- Opportunity to include an item in participant giveaway bag
- Branding and signage on the lunch bar

**Breakfast Sponsor: \$500**

This sponsor will underwrite the breakfast that will provide to the players before the start of play.

- Two golf players
- Signage on the breakfast bar
- Meal branding

**Beer Cart Sponsor: \$500**

This sponsor will underwrite the Beer Cart that will provide refreshments to the players throughout the day.

- Two golf players
- Signage on the Cart

**Morning Bloody Mary Bar Sponsor: \$500**

This sponsor will underwrite a Morning Bloody Mary Bar that will be to the players before play.

- Two golf players
- Signage on the Bar

**Contest Sponsor: \$500**

This sponsorship underwrites the contest of their choice.

- Two golf players
- Signage on the contest hole
- Contest branding

**Contests available for sponsorship**

- Closest to the Pin
- Longest Drive
- Longest Putt
- Closest to the Creek
- Oldest Fossil

**Hole Sponsor: \$150**

- Signage at Assigned Hole

**For information, contact Peter Booth, Museums of Western Colorado, 970-242-0971  
or Stacey Mascarenas, Family Health West, 970-858-2170**



## 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.

**\$55**  
Class Fee

### Upcoming Class Dates

Tuesday 7/25 1PM-4PM  
Tuesday 8/1 6PM-9PM  
Tuesday 8/15 9AM-12PM  
Friday 9/1 1PM-4PM

### 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**

<b>Market Research</b>	7/13/17
Learn to use market research tools to generate more business	8/17/17
<b>Business Planning</b>	7/27/17
Write a plan to help ensure the success of your business	8/31/17
<b>Internet Strategies</b>	8/3/17 (FRUITA)
Learn how to be accessible through the internet	8/29/17
<b>Licensing</b>	7/20/17
License your business online	8/24/17
<b>Cash Flows</b>	8/10/17(FRUITA)
Learn how to do a cash flow budget using Excel	



### Leading Edge

#### Business Planning and Management

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive 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. Each participant receives hands-on individualized assistance in preparing a business plan. The course includes 36 hours of intensive training and a minimum of 4 hours of individual consulting. The program is highly interactive, which ensures the flow of information not just from the instructor, but between the participants as well. Apply online or at The Business Incubator Center.

**Starts August 29th**  
Cost is \$275

Call 243-5242 to Register or visit us at  
[gjincubator.org](http://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-SORTES

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](http://gjincubator.org) for monthly speakers. **Friday, August 18th**

### BOOKKEEPING BOOTCAMP

**July**  
**20th**  
**9-2PM**

Learn how to set up and track business accounting records and what types of expenses are deductible. Gain better control of your business by learning how balance sheets, income statements and cash flow projections are prepared and what they can tell you about your business.

Instructor, Helen Roe, works with the Loan Fund of Mesa County and has been recognized as an Outstanding Woman Accountant by the American Society of

Cost: \$75

**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.

### BUSINESS VALUATION

**August**  
**22nd**  
**1:00-2:30**

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: FREE



**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.