



FRUITA

COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 13, 2017
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have full agenda beginning with the results of the Community Survey being presented by ETC. First Readings for a moratorium on Chapter 8 of the Land Use Code for new applications and a discussion about updating the language in our Charter regarding sale of property are included. Regarding the budget, we will have presentations on the Marketing & Promotion Fund and Capital Projects overview.

Congrats to Copper Club Brewing for bringing home a gold medal in the American-style Amber/Red category with the "F-Town" Amber at the Great American Beer Festival!

TID BITS:

- Check out some nice coverage on Fruita from Bike Magazine this month: <http://www.bikemag.com/features/opinion/butcher-paper/butcher-paper-partner-grime/>
- Also check out the video the History Channel did on Mike the Headless Chicken: <https://www.facebook.com/fruitaparksandrec/>
- We received the last right-of-way clearance from CDOT on Phase 2 of the Kokopelli section of the Riverfront Trail, so we will be going to bid very soon.
- Officer Bob Bomar is doing a great job covering Code Compliance for us and is working the recent race track item brought to Council at the last workshop.
- Upon the departure of Community Development Director Dahna Raugh Oct. 20, the City will be contracting with a consultant Greg Moberg during the hiring process to act in an interim capacity.
- The job announcement will begin Sunday for a Planning & Development Director with first review of applications beginning Nov. 13. It will be posted with the Sentinel, City website, International City/County Management Association, Alliance for Innovation and the American Institute of Certified Planners.
- See the official press release by the state regarding Fruita's designation as a

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

Certified Small Business Community and grant award for the Fruita co-working space in the Civic Center below.

- Phase 1 of the trail is looking good with already just under 2 miles of concrete poured:



- The new CO-OP banners recommended by the FTAC are installed:



- We also continue to work close with GJEP on two progressing business prospects.
- We are working with a very organized group creating a large-scale mountain bike ride/race from Fruita to Moab called the Kokopelli 140. The race will begin in downtown Fruita Oct. 12-13 with the ending party in downtown Fruita! More to come.
- Budget work continues as new numbers and projections come in.
- Councilman Kincaid and Odette Brach have been hard at work finalizing details for the Governor's Conference on Tourism. Main focus is on Fruita's area for the reception on the first floor of the Avalon. There is also a post conference mountain bike ride with me and Joel at the end of the conference in partnership with Colorado Backcountry Biker.
- The final stages of the logo trademark are processing now.

- Colorado Mesa University picked up the entire supply of biosolids to use and test/monitor against other fertilizers on campus. This is a huge help so that we do not have to store it for winter and can learn more about it.
- Grand Valley Irrigation will turn off irrigation water on Nov. 1, so City crews will begin shutting down the local system on Oct. 23.
- Congrats to Cyle Bilger (our new FCC Aquatics Supervisor) for passing his Aquatics Facility Operator course last week!
- Congrats to recently hired Chip Reiber who passed his D Wastewater Treatment License test!
- Congrats and thanks to our volunteer Trail Hosts who ended the season this week with a Thank-You party at the Bike Park.
- Parks crews have begun winterizing work.
- Today is the last Food Truck Friday in Civic Center Park beginning at 5:30 pm.
- The I-70 lift station fencing and gates are being completed.
- Brandon Estates Phase 2D has scheduled their final walk-thru for next week.
- The drainage and paving project for the Aspen Alley project has begun.
- Big thanks to all the local businesses, musicians and Colorado Canyons Association for an awesome West By West West (WXWW) event last Saturday!
- The County Commissioners are hosting a series of town halls to discuss the budget. Thursday, Nov. 9 from 5:30 – 6:30 pm they will be at the Fruita Community Center.

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

- Center of Business: Services cater to growing clientele of entrepreneurs: <http://thebusinesstimes.com/center-of-business-services-cater-to-growing-clientele-of-entrepreneurs/>
- How to stay safe this Halloween: <http://www.nbc11news.com/content/news/450336613.html>
- New name for engineering building revealed: <http://thecrite.com/coloradomesau/new-name-engineering-building-revealed/>
- Pumpkin business increases as temps drop: <http://www.nbc11news.com/content/news/450507013.html>
- Colorado Breweries Win 38 Medals at the Great American Beer Festival: <https://denver.eater.com/2017/10/9/16447712/great-american-beer-festival-2017-colorado-winners>
- Local brewery wins Best American Amber at the G.A.B.F. : <http://www.westernslopenow.com/news/local-news/local-brewery-wins-best-american-amber-at-the-gabf/830534515>
- Surprises abound as 38 Colorado brewers medal at 2017 Great American Beer Festival: <http://www.9news.com/money/business/surprises-abound-as-38-colorado-brewers-medal-at-2017-great-american-beer-festival/481675465>

- The surprising value of trail building in our community: <http://www.gjsentinel.com/opinion/articles/the-surprising-value-of-trail-building-in-our-comm>
- Teen charged with DUI after Fruita crash: <http://www.kjct8.com/content/news/One-seriously-injured-in-DUI-crash-Sunday-morning-449991693.html> AND <http://www.gjsentinel.com/news/articles/junction-driver-18-faces-charges-of-vehicular-assa>
- Pair of proposed subdivisions could add hundreds of homes in GJ, Fruita: <http://www.gjsentinel.com/news/articles/pair-of-proposed-subdivisions-could-8232add-hundre>
- Two bike riders rescued from Fruita: <http://mix1043fm.com/two-bike-riders-rescued-from-fruita/>
- Powderhorn: The cool way to get dirty in Western Colorado: <https://www.singletracks.com/blog/mtb-trails/powderhorn-cool-way-get-dirty-western-colorado/>

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, Oct. 13** is the last Food Truck Friday in Civic Center Park beginning at 5:30 pm.
- **Oct. 17** from 3-6 pm is an open house with Senator Bennet at his Grand Junction Regional office, 225 N. 5th St. Suite 511.
- **Oct. 21** is Grand Valley Transit Training from 9:30 – 11:30 am at the Community Center.
- **Oct. 25** is the Governor’s Conference on Tourism Reception from 5:30- 6:30 pm at the Avalon Theatre.
- **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.
- **Nov. 9** is a town hall hosted by the County Commissioners to discuss the County budget at the Fruita Community Center from 5:30 – 6:30 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



FOR IMMEDIATE RELEASE

Office of Gov. John Hickenlooper

Office of Economic Development
& International Trade

Liz Cahill, [303-892-3847](tel:303-892-3847)

liz.cahill@state.co.us

Colorado Certified Small Business Community Winners Announced

DENVER - Wed., Oct. 11, 2017 - Lt. Gov. Donna Lynne, the Colorado Small Business Development Center Network (SBDC) and local economic development professionals from around the state gathered at Limon Town Hall to announce the four winners of the Certified Small Business Community initiative (CSBC). This Blueprint 2.0 program assists rural communities who want to expand their entrepreneurship promotion and retention and be a standard bearer for the State of Colorado and is funded by the Economic Development Commission's Strategic Fund.

"The Certified Small Business Community award is a great example of how Colorado is going above and beyond existing resources to support the needs of our rural regions," said Lt Gov. Donna Lynne. "We congratulate today's recipients and look forward to seeing how these regions leverage the new services and resources to help strengthen their economies and communities."

Winners of the CSBC initiative will be featured on a dedicated SBDC website developed for certified communities and will be able to install highway signage declaring their CSBC status. They will receive both technical assistance and cash to assist with the completion of an action plan item.

Recipients of the Certified Small Business Community Designation and the amount of their awards are: Lincoln County, Prowers County, Rio Blanco County and the city of Fruita. The awards will be used for a variety of purposes including increased SBDC services, growing and retaining businesses, economic diversification, and co-working spaces.

"With the Certified Small Business Community designation, the winners will have proof that their community is a great place to 'Work, Live and Play' in Colorado," said Kelly Manning, Colorado SBDC Director. "By participating in this initiative, communities will also have developed a strategic growth plan to diversify the local economy with entrepreneurs, so it's more than just a title."

The winners must have demonstrated a defined sense of place that sets them apart, have a concentration of entrepreneurship, a high level of community engagement and support of small business, and the ability to execute the plan. The winners can include a single town or city, several towns or communities working together or a county.

Questions about the program or application process should be directed to Christine Hoffman, CSBC Program Manager at (720)391-8865 or christine.hoffman@state.co.us.

About Colorado Small Business Development Center Network

The SBDC provides no-cost, confidential business advising services to small business owners and entrepreneurs in every stage of business development and growth in the State of Colorado. SBDC business advisors are prepared to assist with a range of business issues including investigating capital opportunities and loan preparation, international trade, growth strategies, market research, marketing plans, disaster preparedness and more. SBDC is a division of the Colorado Office of Economic Development and International Trade (OEDIT).

SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, the state of Colorado and local organizations that support our small business community. SBDC is a member of America's SBDC, celebrating over 35 years of providing proven technical assistance to small businesses in 1000 centers nationwide.

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www.choosecolorado.com





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 10/3, 1PM-4PM
Tuesday 10/17, 9AM-12PM
Thursday, 11/9 6PM-9PM

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 10/26/17
11/30/17

Business Planning

Write a plan to help ensure the success of your business 10/5/17
11/9/17 (Fruita)

Internet Strategies

Learn how to be accessible through the internet 10/12/17
11/16/17

Licensing

License your business online 9/28/17
11/2/17

Cash Flows

Learn how to do a cash flow budget using Excel 10/19/17
11/20/17



How to list, sell, and prosper on Amazon.

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.

Speaker(s): Luke Sutherland; My name is Luke Sutherland and I am an Amazon entrepreneur. I formed Product Movement Technologies, LLC in February of 2016. I sell primarily home and kitchen wares, sporting goods, and industrial equipment. Sales of \$80,000.00 in 2016 and projected sales of \$240,000.00 in 2017. I operate out of a home office and religiously study how to better sell on Amazon.

September 27th, 1-3PM

Cost is \$30

Call 243-5242 to Register or visit us at gincubator.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 gincubator.org
for monthly speakers.
Friday, October 20th

BOOKKEEPING BOOTCAMP UNDERSTANDING FINANCIAL STATEMENTS

Oct
11th
9-2PM

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

Cost is \$75 (includes lunch)

Cost: \$75

Nov
9th
1PM-4PM

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

Cost: \$35

ARE YOU READY TO PATENT YOUR INTELLECTUAL PROPERTY?

Oct
24th
3-4:30PM

This workshop will introduce you to Invention Canvas, a single-page tool for evaluating the business aspects of an invention, and help you make a data-based decision as to whether your invention is worth investing in a patent. You'll discuss the best way to collaborate with other people in the startup community, and the Ethical Collaboration Agreement.

Instructor: Russ Krajec is the author of "Investing In Patents: Everything a Startup Investor Needs to Know About Patents."

Cost: \$35



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.