



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: NOVEMBER 3, 2017
Re: WEEKLY INFORMATION 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

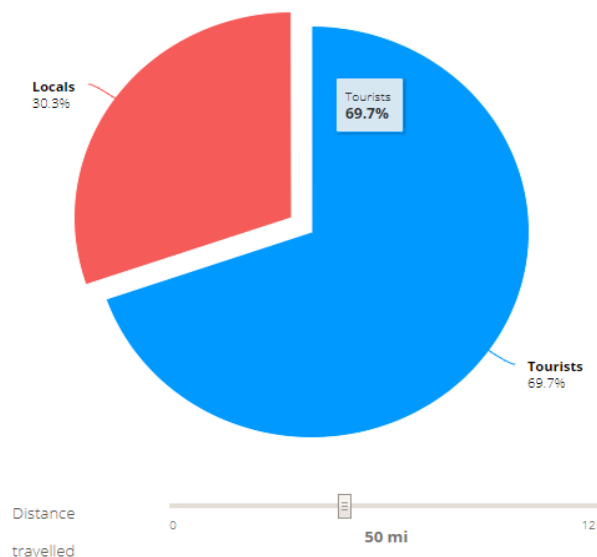
Tuesday's City Council Meeting

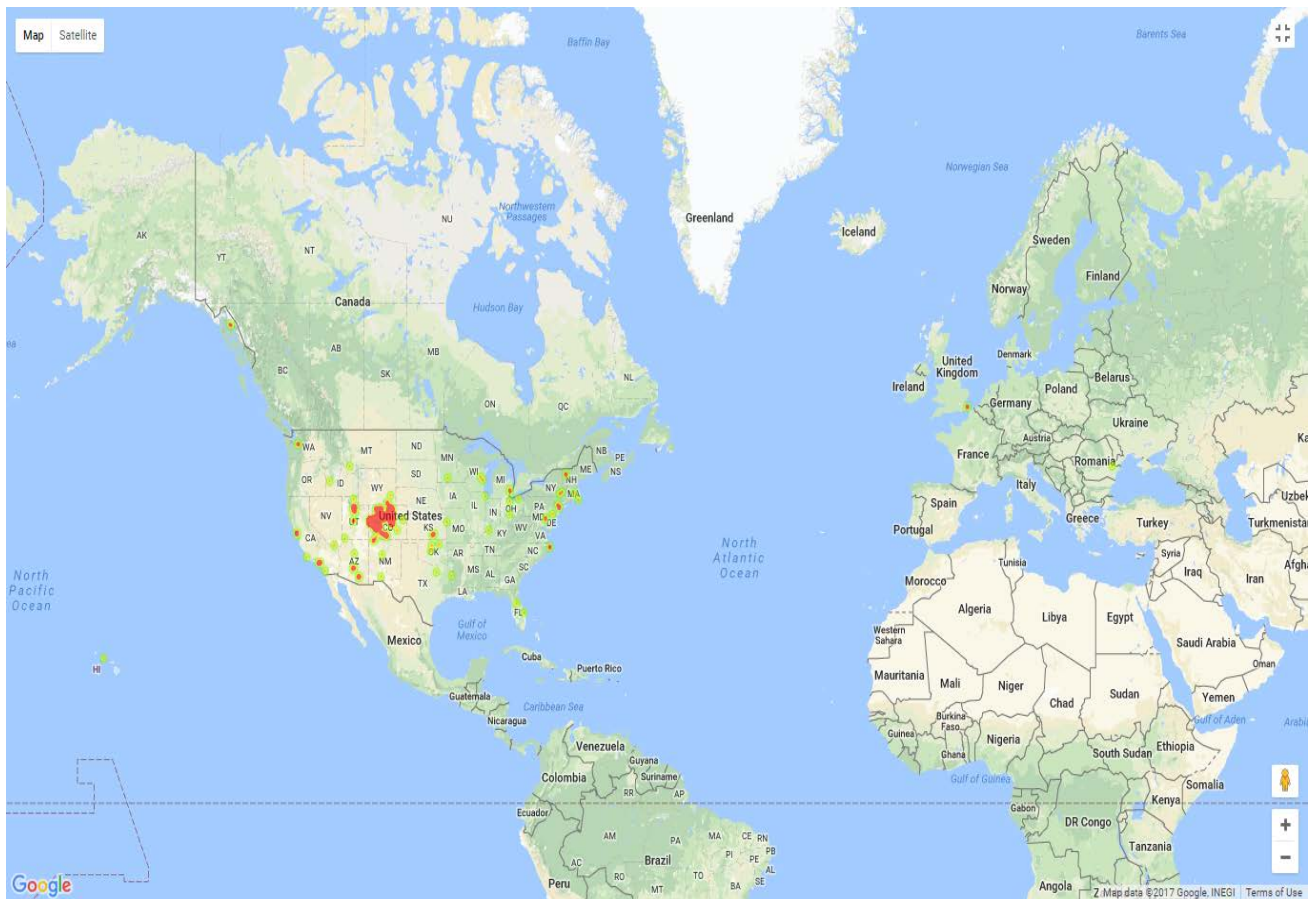
We have a full agenda with the Second Reading of the Family Health West bonds Ordinance, a full consent agenda and 2018 proposed budget presentations on the Community Center and Parks and Recreation budgets.

Rim Rock Marathon

Rim Rock Marathon is tomorrow and like the past two years, the finish line will be at Circle Park in downtown Fruita. There are currently over 540 participants registered and it is anticipated that there will be close to 550 on Saturday. This compares to 435 runners that ran the Rim Rock in 2016.

Jennifer Stoll with the Greater Grand Junction Sports Commission tells us that folks from around the country and across the pond are headed to Fruita this weekend.





Race packet pick up will be on Friday evening and Saturday morning at the Fruita Community Center. Runners will also be bused to the starting lines on Saturday morning from the FCC. With the help of Rich Rosenblatt, friend of the Greater GJ Sports Commission, the race has been featured by the Associated Press: <https://apnews.com/b7a24e02be5a412e9e4838f29ee9fe73>

Elevation Outdoors—Colorado’s Top Adventure Towns

Well after two years in a row of being the Top Adventure Town, Fruita continues to be one as a runner up in this year’s one category contest. To see the article announcing this and covering Fruita: <http://www.elevationoutdoors.com/colorados-top-adventure-towns-2/>

TID BITS:

- PD is having repeated contacts with a local homeless gentleman who has been cited at least 6 times in a few days for various offenses including theft and trespassing.
- PD is working with two different property owners who have unwanted homeless camps on their properties. PD is working with them regarding the trespass, as well as to help them clean up the extreme mess left behind by the camps.
- There was an incident Friday night in which an intoxicated driver fled a contact by officers and crashed into a shed in the backyard of a residence near Coulson and Mica. Somehow information is circulating that officers were involved in a pursuit that resulted in the crash, but there was NO chase.
- PD had training last week on a variety of topics to include new evidence processing recommendations by the Colorado Bureau of Investigations, and interacting with individuals with autism.

- PD has an active POP (Problem Oriented Policing) project going as we continue to get hit by graffiti all over town. They have already charged one juvenile previously who is believed to be at least in part responsible for the continued problem. Officers are also working on information about others who may be involved.
- Parks has been graffiti guarding park amenities that are hard to clean, like the park monument signs, structures that are built with rough cinder block etc. The hope is it will make it easier to clean in the future. See pictures of the tagging on the Reed Park Monument sign.



- Parks is busily setting up Christmas light decorations in downtown and at the Fruita Community Center.
- Last Saturday was Truck-n-Treat and was very successful in terms of attendance. It is becoming so successful that long lines are forming for candy and the kids aren't able to interact with the trucks as much as they have in the past. Staff will be discussing how to maintain the community, hometown feel for future Truck-n-Treat events.
- This week staff submitted the CPW Non-Motorized Planning Grant Application for a Trails Master Plan of the North Fruita Desert. We will not hear whether we are awarded the grant until March 2018.

- Kokopelli Trail Phase I - Concrete machine work is complete on the west side of the Big Salt Wash. Connection to the Little Salt Wash was poured Wednesday (11/1) morning. The section of machine work from Big Salt Wash to Little Salt Wash will be poured in the next couple of weeks. We have received bridge submittal for the Big Salt Wash Crossing and it has been reviewed and approved.



- Kokopelli Trail Phase II - Pre-bid is scheduled for next Wednesday at 11/8 at 1:30 with a Bid opening on 11/17 (Friday) at 1:30.
- North Aspen Alley drainage improvements have started back up this week, so there will be daily closures of Pabor for awhile.
- Concrete replacements for sidewalk v-pans, etc. continue around the City.
- Public Works recently replaced parking lot lights at PD with LED fixtures to improve efficiency and the lights proved more successful than anticipated at improving night time visibility.
- We met with Ron Tipping and he is interested in renegotiating his long-term lease for Mountain Water based on lower than expected water usage. We will evaluate further to determine how the proposed modifications will impact the liabilities of the City.
- We have received a couple of complaints about wanting longer times for school zones for the Middle School and 8-9 School. We have conveyed that the City coordinates with the School District on the times and they are consistent with the other middle schools in the Valley.
- Staff is preparing for delivery of the new headworks screen at the WWRF, which is expected in the middle of November. This preparation has included a considerable amount of coordination with the contractor and initial demolition by Wastewater staff. The next step is for the contractor to do some concrete repairs and apply coatings over the next couple of weeks.
- Check out the new video by the Sports Commission highlighting Fruita venues: <https://www.youtube.com/watch?v=af928WM-v0g>
- Mesa Land Trust is merging with Black Canyon Regional Land Trust and will now be called Colorado West Land Trust. See story here: <http://www.gjsentinel.com/news/articles/land-trust-grows/>

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

- Fruita students give 6,000 socks to state homeless shelters: <http://www.kjct8.com/content/news/Fruita-students-give-6000-socks-to-state-homeless-shelters-454581643.html>
- Pumpkin patches give leftover pumpkins to animals: <http://www.kjct8.com/content/news/Pumpkin-patches-give-leftover-pumpkins-to-animals--454573983.html>
- Local students dress up for Halloween, go on parade: <http://www.kjct8.com/content/news/Local-students-dress-up-for-Halloween-454456673.html>
- HS Volleyball: Fruita preps for regional tournament: <http://www.westernslopenow.com/sports/local-sports/hs-volleyball-fruita-preps-for-regional-tournament/848600800>
- Two locals crowned pageant royalty: <http://www.gjsentinel.com/news/articles/two-locals-crowned-pageant-royalty/> AND <http://www.nbc11news.com/content/news/Local-women-win-Miss-USA-Colorado-and-Miss-USA-Teen-Colorado-454037983.html>
- Wildcats wrap up regular season: <http://www.westernslopenow.com/sports/local-sports/fruita-monument-has-a-chance-to-go-10-0-as-they-travel-to-wheat-ridge/848641675>
- Pumpkin Carving 101: <http://www.westernslopenow.com/news/local-news/pumpkin-carving-101/848609519>
- Colorado backcountry hunters and anglers appoint group leaders: <https://www.ammoland.com/2017/10/colorado-backcountry-hunters-anglers-appoint-group-leaders/#axzz4xF9VAwgs>
- Fruita offers truck or treat as safe alternative for kids: <http://www.kjct8.com/content/news/Fruita-offers-truck-or-treat-as-safe-alternative-for-kids-453949313.html?ref=313>
- Biz Buzz Copper Club: <http://www.gjsentinel.com/news/articles/biz-buzz-oct-29-2017>
- Fruita's Wells loves "dirty work" of being a libero: <http://www.gjsentinel.com/sports/articles/fruitas-wells-loves-dirty-work-of-being-a-libero>
- 4-year growth plan (Fruita Monument volleyball team): <http://www.gjsentinel.com/sports/articles/4year-growth-plan>
- Bizz Buzz Hot Tomato: <http://www.gjsentinel.com/news/articles/biz-buzz-nov-2-2017>
- Hi Fives Shows Off their Robotic Display: <http://www.westernslopenow.com/news/local-news/hi-fives-shows-off-their-robotic-display/850334104>
- Fruita is adventure destination in Colorado: <http://www.nbc11news.com/content/news/Fruita-is-adventure-destination-in-Colorado-454881003.html>
- Police: Pizza Hut robbed in Fruita: <http://www.nbc11news.com/content/news/Police-Pizza-hut-robbed-in-Fruita-454883173.html>

- Fruita routs Wheat Ridge to finish season undefeated:
<http://www.gjsentinel.com/sports/articles/fruita-routs-wheat-ridge-to-finish-season-undefeat>

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.):*

- **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



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 UNDERTANDING FINACIAL 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.