



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: DECEMBER 15, 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 will hear a brief update from XCEL Energy to start the meeting, followed by a light consent agenda and no additional presentations.

New Elevation Outdoors Best of the Rockies Contest

A new poll is open for daily voting that has some Fruita and Grand Valley contenders in various categories awaiting your vote at <http://www.elevationoutdoors.com/best-of-the-rockies/> thru Dec. 22.

Businesses

Winery—Colterris, Palisade
Restaurant—The Hot Tomato, Fruita

People

Best Photographer—Devon Balet
Outdoor legend—Pat Ament, Fruita
Local's Local—Jen Zeuner of Hot Tomato, Fruita

Events

Multisport Festival—Mike the Headless Chicken, Fruita
Toughest Race or Event—Kokopelli 140, Fruita

Destinations

Best River Trip—Ruby and Horsethief Canyons, Fruita
Campground—Colorado National Monument, Saddlehorn Campground
Campground—18 Road in North Fruita Desert
Mountain Biking Trail—Horsethief Bench Loop, Fruita
Road Bike Ride—Colorado National Monument

TID BITS:

- We spent the day with four Planning & Development Director finalists who were put through a hiring assessment that included a tour and one-on-one interview with me, two interviews with different panel groups including staff

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

and outside agency partners and a presentation to the leadership team.

- We met with two new prospects—one large manufacturer and one developer this week.
- We also met with the National Guard to begin discussing possible partnerships with capital projects in the future.
- Congratulations to the Public Works Department whose Parade of Lights float was the overall winner (Santa's Choice) in the parade!!!
- Please take a look at this comprehensive report regarding the impact of the Rim Rock Marathon (you may see Councilman Kincaid in the pictures as well): <https://storify.com/ssummar/2017-us-bank-rim-rock-run>
- Parks staff has been working this week with MADRacing to clean up the wooded/disc golf course area at LSWP for the upcoming cyclocross races this coming weekend. On Monday, the GJ Sentinel had a great article on cyclocross racing at LSW Park.
- We received the notice to proceed by CDOT for Phase 2 of the Kokopelli section of the Riverfront Trail and immediately executed the contract to begin work.
- Staff met on Wednesday with folks from COMOBA, Western Colorado Conservation Corp and other local businesses to discuss and begin laying out the single-track trail along the Kokopelli trail section.
- Fencing is still being installed on the trail. Pilings for the Big Salt Wash bridge also driven this week.
- This is the last weekend of Girls Basketball. Wrestling has started up and registrations are taking place for Boys Basketball and Co-ed Youth Volleyball.
- This past Saturday, the Fruita Arts and Crafts Fair at the FCC was busy, very busy. Lots of presents were purchased. We did get a few unhappy basketball players who couldn't shoot hoops.
- Last Thursday, CTC Fruita had their first Ugly Sweater Soiree and Sock Exchange. Chloe Zambrano, Fruita's own Miss Teen Colorado joined us to say a few words and play games. Fun was had by all.
- Officers Bomar and Rezak participated in "Shop with a Cop" at Wal-Mart with officers from GJPD and MCSO. They spent the day shopping with two children selected from Shelledy and Rim Rock Elementary Schools.
- Congrats to Officer Queen who has been selected to fill the detective position that has been vacant since July.
- Congrats to Officer Bomar who was recognized as the Employee of the Month for November.
- The Police Department charged Jeremy Juarez, age 36, for 10 counts of Criminal Mischief for multiple "tagging" incidents. He was spray painting "TLA," "TLAK" and "Germ" all over the City.
- Aspen Alley is substantially complete this week. Staff will be working with businesses to receive their encroachment permits for the dumpsters and explore ways to work together to continue to improve the alley's look and functionality.
- We received bids for the Pine-Pabor crosswalk project and anticipate construction during the holiday break.
- CMU released their fourth quarter economic report: <http://www.coloradomesa.edu/business/documents/economic-newsletter.pdf>
- The Colorado National Monument 2019 calendar photo contest is now open thru March 31: <http://www.coloradonma.org/calendar/>

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

- New home construction up 46%: <http://www.kjct8.com/content/news/New-home-construction-up-46-464028093.html>
- Education matters: AP classes bring higher learning to Fruita Monument high School: <http://www.kjct8.com/content/news/Education-Matters-AP-classes-bring-higher-learning-to-Fruita-Monument-High-School-464001683.html>
- State funds boost suicide-prevention efforts in schools: https://www.gjsentinel.com/news/western_colorado/state-funds-boost-suicide-prevention-efforts-in-schools/article_d156d254-dfd3-11e7-be3c-10604b9ffe60.html
- Las Colonias park project given \$1M state grant: https://www.gjsentinel.com/news/western_colorado/state-funds-boost-suicide-prevention-efforts-in-schools/article_d156d254-dfd3-11e7-be3c-10604b9ffe60.html
- Parolee possibly tried suicide by cop: https://www.gjsentinel.com/news/western_colorado/parolee-possibly-tried-suicide-by-cop/article_180c1624-de39-11e7-b33d-10604b9f7e7c.html
- Fire destroys truck and trailer in Fruita: <http://www.westernslopenow.com/news/local-news/fire-destroys-truck-and-trailer-in-fruita/878798017> AND https://www.gjsentinel.com/breaking/fruita-fire-destroys-hay-barn-truck-trailer/article_cfa8858e-ddfc-11e7-ad8c-2b2f98590145.html
- Old stompin' grounds: https://www.gjsentinel.com/sports/high_schools/old-stompin-grounds/article_66ffbd6a-dd78-11e7-af4d-10604b9f6eda.html
- The tougher the better: https://www.gjsentinel.com/outdoors/biking/the-tougher-the-better/article_fc844080-dd6f-11e7-b275-10604b9f7e7c.html
- Growing pains, aka 'Death by 86554 cuts': https://www.gjsentinel.com/opinion/growing-pains-aka-death-by-cuts/article_3065608e-deb3-11e7-bb2d-57ec900fc5b8.html
- Palisade's pot income says rethink question: https://www.gjsentinel.com/opinion/editorials/palisade-s-pot-income-says-rethink-question/article_7d5f70e4-def1-11e7-994d-10604b9f1ff4.html
- Kidzplex next to raise prices due to minimum wage increase: <http://www.nbc11news.com/content/news/463510873.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.):*

- **Dec. 16** at Little Salt Wash Park is MAD Racing's City of Fruita's Merry Treadmas Cyclocross race from 10 am – 4:30 pm. http://www.madracingcolorado.com/wp-content/uploads/2017/12/2017-UTA_Merry-NEW.pdf
- **Dec. 16** is the City staff & council Christmas party.
- **Dec. 20** is Cookies and Clause at 6 pm at the Community Center.
- **Dec. 25 and Jan.1 City Offices will be closed observing Christmas and New Years Day.**
- **Jan 11** will be a D51 Foundation hosted event including an update from the D51 School Board members and Superintendent on the state of the Schools at the Factory (7750 Main in GJ) from 6-7 pm.
- **Jan. 13** is the Denver Nuggets Skills Challenge at 9 am at the Community Center.
- **Jan. 18** we are hosting the Chamber Business After Hours Event from 5:30 – 7:30 pm.
- **Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7 - 10:30 pm.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- 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 12/5, 9AM-12PM
Tuesday 12/19, 6PM-9PM
Tuesday 1/16, 9AM-12PM
Tuesday 1/30, 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 1/18/18
2/22/18

Business Planning

Write a plan to help ensure the success of your business 12/14/17
1/11/18

Internet Strategies

Learn how to be accessible through the internet 1/4/18
2/8/18

Licensing

License your business online 12/7/17
1/25/18

Cash Flows

Learn how to do a cash flow budget using Excel 12/28/17
2/1/18



HAPPY
HOLIDAYS

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.

3rd Fri
of every month
11-Noon

Open Coffee Club
Grand Valley E-Series

The Business
Incubator Center
2591 Legacy Way
Grand Junction, CO



Come join us as we talk entrepreneurship, startups, and the Grand Valley lifestyle over coffee.

Check gjincubator.org for monthly speakers.

Friday, October 20th

"Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover." Mark Twain, author.

Feb
thru
May 2018

Leading Edge;
Strategic Business Planning

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.

Who can participate? Anyone looking to start a business or needs help strategically with their business.

Cost: \$275



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.