



FRUITA

COLORADO

Weekly Info Update



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To: MAYOR AND CITY COUNCIL

From: MIKE BENNETT, CITY MANAGER/KEN HALEY, PUBLIC
WORKS DIRECTOR

Date: DECEMBER 29, 2017

Re: WEEKLY INFORMATION UPDATE

City offices will be closed Monday, Jan. 1 in observance of New Year's Day and trash and recycling services will be delayed one day next week.

THURSDAY's Re-scheduled City Council Meeting & Special City Council Workshop

Reminder that Thursday, Jan. 4 we will have a short, regular City Council meeting at 7 pm to act on consent agenda items before adjourning and then holding a special Council Workshop to continue the Density Bonus discussion.

TID BITS:

- The last week of the year was filled with a handful of maintenance issues. A pump motor at the I-70 Lift Station overheated and burned up on Friday prior to the Christmas weekend. The lift station continued to operate on secondary pumps for a week while the motor could be rebuilt.
- A non-potable water line at the WWRF broke on Christmas Eve under the parking lot. Crews were able to shut down the water line and having been using potable (more expensive) water in the headworks building until repairs can be completed next week.
- The FCC was busy with not only patron visits but maintenance issues as well. Friday before Christmas a pipe failed leading into the main pool heater. Water flow was routed around the pool heater and the pool was not heated. However, air temperature in the natatorium was increased to minimize heat loss in the pool water. Water temperature went to a low of 83 degrees before temporary repairs were made on Tuesday after Christmas.
- In addition, a ventilation pipe fell from the ceiling of the natatorium onto the pool deck. This pipe was secured by metal clamps that had rusted and failed after 7 years in the corrosive pool environment. Staff has inspected all other pipe brackets and found this was the only pipe secured in such a manner.

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

GMMI has repaired the ventilation pipe.

- The final unplanned maintenance issue of the year (knock on wood for next two days) included having the telephones and RecTrac down on Tuesday morning due to a routing switch that failed at the FCC. The switch was restarted by ProVelocity and we'll be watching the switch in the future.
- Pine Street was closed this week (as planned) for crosswalk safety improvements at the Pabor Avenue intersection. The crosswalk was relocated to the north side of Pabor Avenue where a pedestrian refuge island was installed and the road will be reopened prior to kids returning to school.
- FCC monthly billing for December was down by approximately \$750 from November; however, we are within \$7 dollars from the billing in December 2016. We have seen fluctuations in monthly billing by this amount before. We will watch and wait to see what the FCC rate increase does to billing in January.
- Youth Basketball and Volleyball rosters are filling up nicely. Looks like another full season of sports is about to start. Tom C. is training another cohort of lifeguards over the winter break.
- The Adventure Cycling Association released an article for their upcoming publication about cycling in Colorado that highlights some of the western slope destinations (article below).
- The City finished off the year with a total of 46 new housing starts in 2017 and is seeing indications of a continued rise in development going into 2018.
- Munchies submitted an application this week to construct a new building on Kokopelli Blvd. to relocate their restaurant.
- Fruita resident, Roger Tonozzi, let staff know this week that he now has over 11,000 miles on his electric wheelchair and he would like to extend thanks to the City of Fruita for all of the sidewalks and trails around town.

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

- Kannah Creek location in Fruita permanently closes Sunday, Christmas Eve
<http://www.nbc11news.com/content/news/466335013.html>
- Kannah Creek Brewery announces closure from The Daily Sentinel's Biz Business
https://www.gjsentinel.com/news/western_colorado/biz-business-dec/article_85c8d4da-eb8c-11e7-9b9b-10604b9f1ff4.html
- Mesa County accepting bids for 29 Road pedestrian underpass
<http://www.nbc11news.com/content/news/County-accepting-bids-for-29-Road-pedestrian-underpass-467047653.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.):*

- **Jan.1 City Offices will be closed observing New Year's 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

Adventure CYCLIST

A publication of ADVENTURE CYCLING ASSOCIATION

IN THE NOW

A TOUR FROM CROATIA TO
BOSNIA AND HERZEGOVINA

Tours & Events Issue

\$6.95

FEB 2018

Vol. 45 No. 1



COLORADO GOLD

The Centennial State aims to be the number one cycling state in the U.S.

→ ONE OF THE most gratifying parts of my job is helping states and localities become premier cycle tourism destinations. Such was the case this fall when Colorado's tourism division brought me down to the Front Range and Western Slope to speak at their annual tourism conference, meet with officials, and enjoy some superb cycling on pavement and dirt.

Colorado is already a great riding destination, but it's exciting to see how it has explicitly decided to become the very best cycling state in America. National experts currently consider Washington State to have the best overall conditions for cyclists, but Colorado is moving up the ranks thanks in part to the strong support of Governor John Hickenlooper, who pledged a \$100 million package of infrastructure investments for safer, more enjoyable cycling. State agencies are also investing in the "Colorado 16" — a series of 16 major trail projects to link cities and parks in all parts of Colorado.

While there, I shared "best practices" for bike tourism with state leaders and met with the staff at Bicycle Colorado — one of the best cycling advocacy groups in the U.S. — on how we can designate and map official U.S. Bicycle Routes to bring more cyclists to rural communities.



(Left to right) Jim with Life Members Jerry French and Ray Hanson (and a future adventure cyclist) in downtown Fort Collins.

Best of all, I got to meet with local volunteers who often take the lead in creating local trails and route networks. My favorite "Sherpa" had to be Chris Muhr, who owns a metal fabrication business in Grand Junction but spends countless hours designing and building world-class mountain bike trails in western Colorado.

I spent 10 days in the state, and what blew me away was the incredible variety of cycling experiences. Cool, uninterrupted urban trails crisscross Denver, Boulder, Fort Collins, Grand Junction, and other cities. The "Colorado 16" initiative is closing the gaps between these cities and creating easy access to the Rockies, mesas, and other spectacular natural areas.

On the paved side, I enjoyed a beautiful loop around Horsetooth Reservoir and downtown Fort Collins — all from the front door of Jerry French, an Adventure Cycling Life Member. One of the most memorable rides of my life was a loop through the truly breathtaking (for its beauty and its steepness) Colorado National Monument. I was able to do the low-traffic, 40-mile ride right from downtown Grand Junction. In fact, it was so awesome I changed my schedule to do it again in the reverse direction.

On the dirt side, it was a true cornucopia. Muhr took me to the towns of Fruita and Ridgeway, once struggling spots now revived by incredible mountain bike trails. Of special note is the Kokopelli Trail, a rugged 150-mile link between Fruita and Moab, Utah. Muhr and his compadres have also built the Kokopelli Loops, a mix of shorter trails that attract riders of all abilities from all over the world. When I was



Opposite: Riding spectacular singletrack outside of Ridgeway, Colorado, and below the San Juan Mountains. The mayor credits the two-year-old trail system with sparking the town's economy. Above: Perched on the magnificent road loop circling the Colorado National Monument next to Grand Junction.

there, the cottonwoods and aspens were flaming gold, which only added to the riding excitement on dirt and slickrock.

If you are curious about Colorado, check out the resources below. Adventure Cycling has increased our tour offerings in the state, from an easy tour on paved paths in Colorado Ski Country to inn-to-inn rides over red rock terrain and in the San Juan Mountains. However you do it, make sure you set your sights on Colorado — great things are happening as it aims to become the top bike travel destination in America.

Jim Sayer
Executive Director
jsayer@adventurecycling.org



On the Kokopelli Loops, overlooking the Colorado River near the town of Fruita.

CYCLING OPPORTUNITIES colorado

An excellent resource for cycle routes and resources is Bicycle Colorado (bicyclecolorado.org/ride-colorado/colorado-bike-maps). Two great week-long events are the famous Ride the Rockies and the newer Pedal the Plains, in eastern Colorado (ridetherockies.com/pedal-the-plains). Many companies offer cycle tours but if you'd like an authentic Adventure Cycling experience (self-contained, inn-to-inn, or supported), go to adventurecycling.org/tours. If you want to do it yourself, another option is to ride the awesome Colorado segments of our Great Parks South (paved), Western Express and TransAm (paved), or Great Divide (dirt) routes (adventurecycling.org/routes).



FEBRUARY 2018
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MISSION
Adventure Cycling Association inspires and empowers people to travel by bicycle.

AREAS OF FOCUS

- Provide the premier tools and inspiration for people to travel by bicycle.
- Expand and integrate bike travel networks for North America.
- Create the best possible conditions for bicycle travel.

HOW TO REACH US
To join, change your address, or ask questions about membership, visit us online at adventurecycling.org or call 800.755.2453 or 406.721.1776.

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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 12/19, 6PM-9PM
Tuesday 1/16, 9AM-12PM
Tuesday 1/30, 6PM-9PM
Friday 2/9 1PM-4PM FRUITA

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 1/11/18

Internet Strategies

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

Licensing

License your business online 1/25/18

Cash Flows

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



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.

1st Thurs
of every month
5-7PM

Grand Valley Food Hub

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.

BOOKKEEPING BOOTCAMP
UNDERTANDING FINANCIAL STATEMENTS

Jan. 11th
9AM-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 Women Accountants. Cost: \$75

Feb 13th
thru
May 2nd

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.