



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 19, 2018  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council-Planning Commission Joint Workshop**

The Planning Commission has been invited to join City Council Tuesday night to continue discussion on the draft language of a Land Use Code Update on Density Bonuses.

### **Election Season (cont.)**

Required notices have all been placed for the 2018 election and we have had two people pick up nomination packets for Mayor and eight people for City Council. Two candidates have decided not to run, so as of today, there are six candidates running for City Council. Completed packets are due on Jan. 22 by 5 pm and Candidate Orientation is scheduled for Feb. 5 at 7 pm in the Community Center's Peach Room.

### **Upcoming Road Closures in the Colorado National Monument**

Please see the information posted below regarding road closures in the Colorado National Monument.

### **TID BITS:**

- The Business Incubator is making headway on the creation of the new Fruita Co-working space (F-works) in the Civic Center. High-speed wireless internet is up and running, and the locking system and furniture should happen in the next few weeks.
- The city-owned house at 1848 J.2 Road is scheduled to go to auction starting Monday January 22<sup>nd</sup>. The auction will be open for a two-month period and the winning bidder will be responsible for removing and relocating it.
- Public Works is evaluating work order systems with demonstrations scheduled for two separate systems this coming week.
- Wastewater staff is working on preparing the annual bio-solids

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

report for the state that is due in February.

- Phase 1 of the Kokopelli section of the Riverfront Trail is awaiting the arrival of the bridge to be installed in early February.
- Notice to Proceed Construction on Phase 2 occurred Monday and we are receiving submittals.
- The Cedar Street sewer/irrigation/drainage project is on hold pending resolution of the Mesa County-Drainage District drainage fee lawsuit. A status update from the court is scheduled for Tuesday.
- It has been great having our new Planning & Development Director, Dan Caris off to a great start this week. Dan is already reaching out to developers, business owners, boards and commissions and learning quickly about pending projects.
- Current pending development projects in the review process include: the Fruita RV Resort, Soren Subdivision, Pinewood Subdivision, Imondi Wakezone, Munchies Site Plan and Sunset Point Subdivision.
- Regarding the park conversion of the Community Center land to the newly acquired land near Little Salt Wash Park, a letter has been finalized through the Washington office of the National Park Service and awaiting response of the Advisory Council.
- The Kokopelli 140 Mountain Bike/Ultra Marathon race/relay put out the press release this week (copied below).
- There were about 10 car thefts in the Comstock neighborhood over the weekend—all in unlocked vehicles.
- PD has been dealing with several incidents involving a parole absconder – Jixi Kruckenberg – who has ties to a residence in the 600 block of S. Maple St. Due to the nature of his crimes and other information, these incidents are dangerous and are requiring the assistance of MCSO and GJPD tactical teams. Unfortunately, Kruckenberg remains at large.
- Officers Henderson and Bomar have met with several HOAs to discuss public safety and code enforcement issues and promote crime prevention programs such as Neighborhood Watch.
- The indoor pool at the Community Center was drained Wednesday and unfortunately, more patching than anticipated was required, but the work was completed and it reopened today. Staff is evaluating and awaiting reports to determine how soon it may need to be re-plastered.
- We have a busy beaver at Snooks Bottom who has effectively removed several willow trees along the south bank of the lake. These were volunteers and were not caged to prevent the beavers from taking them down. Parks staff will be assessing cages currently installed and will cage additional trees if needed.

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

- The hot and cold of seasonal business: <http://www.nbc11news.com/content/news/The-hot-and-cold-of-seasonal-businesses-469068893.html>
- Fruita police search for assault suspect: <http://www.westernslopenow.com/news/local-news/fruita-police-search-for-assault-suspect/912187455> AND <http://www.nbc11news.com/content/news/469542343.html> AND <http://www.westernslopenow.com/news/local-news/burglary-prompts-joint-swat-operation-suspect-still-at-large/920124493>
- Several vehicle break-ins reported in Fruita this weekend: <http://www.nbc11news.com/content/news/Several-vehicle-break-ins-reported-in-Fruita-this-weekend-469446673.html>
- Fruita, a look into the past and present: <http://mix1043fm.com/fruita-a-look-into-the-past-and-present/>
- Colorado National Monument hopeful government will not shut down: <http://www.kjct8.com/content/news/Government-shutdown-looming-469829313.html>
- Save time, buy your park tickets online: <http://www.nbc11news.com/content/news/469640673.html>
- Community Center open house draws 150 to see options: [https://www.gjsentinel.com/news/western\\_colorado/community-center-open-house-draws-to-see-options/article\\_fcfcbbbe-fce6-11e7-b81c-10604b9f1ff4.html](https://www.gjsentinel.com/news/western_colorado/community-center-open-house-draws-to-see-options/article_fcfcbbbe-fce6-11e7-b81c-10604b9f1ff4.html)
- Schools beat state average, aim higher: [https://www.gjsentinel.com/news/western\\_colorado/schools-beat-state-average-aim-higher/article\\_fabe27de-fce6-11e7-bd65-10604b9f1ff4.html](https://www.gjsentinel.com/news/western_colorado/schools-beat-state-average-aim-higher/article_fabe27de-fce6-11e7-bd65-10604b9f1ff4.html)
- Rim Rock Drive closure in CNM end of January: <http://www.westernslopenow.com/news/local-news/rim-rock-drive-closure-in-cnm-at-end-of-january/926339407>

**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. 24** CMU is conducting their Grand Opening and ribbon-cutting for the new Engineering Building Confluence Hall at 5 pm. RSVPs are required so please let Deb know if you plan to attend.
- **Feb. 3** is the D51 Foundation annual White Iced Celebration at the CMU Ballroom from 7-10:30 pm.

- **Feb. 8** you are invited to a sneak peak of the new Eureka! McConnell Science Museum at 5 pm. Please let Deb know if you plan to attend as an RSVP is required.
- **Feb. 10** is the Fruita Chamber Annual Banquet at 6 pm at the Community Center.
- **Feb. 12** the City is hosting the Municipality, School District and County officials' dinner at the Community Center at 6 pm.
- **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 **2018** 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 12/19, 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

<b>Market Research</b>	
Learn to use market research tools to generate more business	1/18/18 2/22/18
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	1/11/18
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	1/4/18 2/8/18
<b>Licensing</b>	
License your business online	1/25/18
<b>Cash Flows</b>	
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](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.

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  
UNDERSTANDING 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



National Park Service  
U.S. Department of the Interior  
Colorado National Monument

The East Hill has not had significant roadway maintenance in 40+ years; consequently, it is experiencing multiple failures. A contract has been awarded to make repairs; work will be done between January 29<sup>th</sup> and July 31<sup>st</sup>. Expect periodic road closures and delays; the road will not be entirely open to traffic.

**Jan 29 – Feb 28 – Complete road closure,**

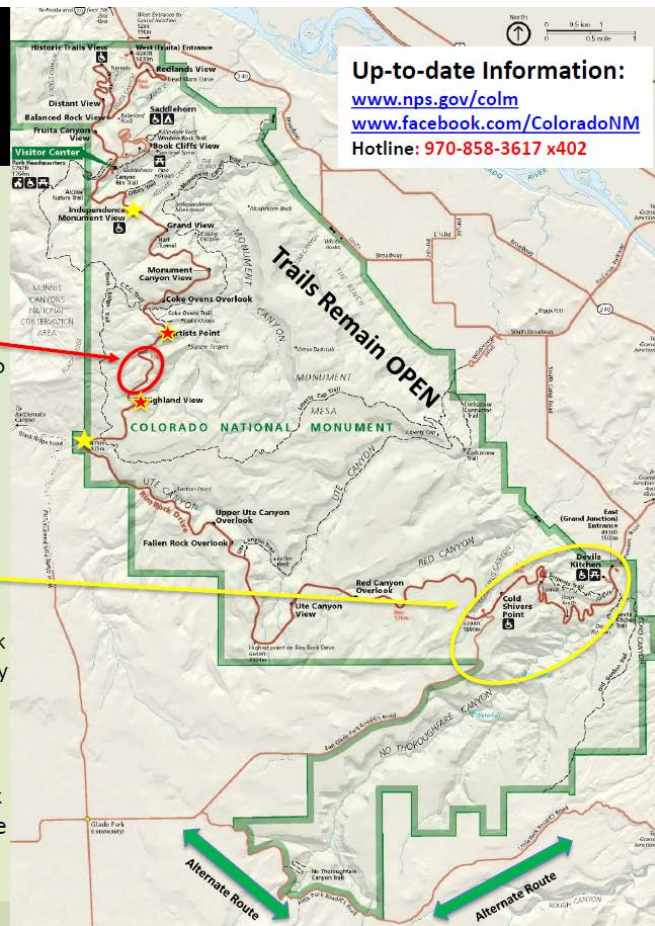
to remove the road down to bedrock and rebuild it. Due to limited space on Rim Rock Drive, oversized vehicles and trailers cannot go beyond the points marked with **★**, 16 1/2 Road and Independence Monument View. Passenger vehicles must turn around at the points marked with **★**, Artist Point and Highland View. A trailer drop location is provided at the Saddlehorn Picnic Area.

**March thru July 31<sup>st</sup> - East Hill construction**

Traffic delays of 15 minutes to 1/2 hour can be expected. The alternate route to avoid these delays will be Little Park Road. From time-to-time short duration road closures may be necessary – these will be announced 2-weeks in advance. Due to loose gravel, bicycling is discouraged.

**Guardrail & Rock Wall Work – June to July 31<sup>st</sup>** All along Rim Rock Drive, guardrails will be replaced and work on historic rock walls will continue. In these locations, one traffic lane will remain open. Traffic will be controlled by flagmen with short 2-15 minute delays.

(rev. 1-19-18)



**KOKOPELLI 140 MTB & ULTRA PARTNERS WITH**

## THE CITY OF FRUITA, COLORADO

### For Immediate Release:

SPRINGVILLE, UT (JAN 15, 2018) - Kokopelli Racing, LLC is proud to announce the City of Fruita, Colorado as an official race partner of the 2018 Kokopelli 100/140 Mountain Bike and Ultra Marathon Race / Relay.

The City of Fruita partnership allows Kokopelli 100/140 participants many amazing benefits including the complimentary use of the Fruita Community Center from September 6-8. Kokopelli Racing will also utilize the Fruita Community Center for Packet Pickup prior to race events.

The Kokopelli 140 Mountain Bike Race & Relay, which is the flagship event will start downtown Fruita at midnight on September 8, 2018 and take racers to Fruita's new paved bike path (scheduled to be completed Spring of 2018) leading directly to the Kokopelli Trailhead. From there individuals and relays team members will face a total of 144 miles on the Kokopelli Trail and over 13,600 ft. of elevation gain as they travel through some of the most beautiful country on the planet to Moab, Utah.

The City of Fruita will also host post race celebrations Saturday evening, September 8, in many of Fruita's local downtown restaurants and businesses as finishers return to Fruita from what is regarded as the toughest race on earth.

*"I believe that there is absolutely no better outdoor community in the world than Fruita, Colorado,"* said Kokopelli Racing Owner, Mark Jensen. *"Racing on the legendary Kokopelli Trail is a bucket list event for every endurance participant. Experiencing the Kokopelli Trail with the hospitality that only Fruita can provide is*

*the icing on the cake!”*

*“The unique thing about Fruita,” says City Manager Mike Bennett, “is that visitors feel like locals and locals play like visitors. We are thrilled to be a part of the Kokopelli 100/140, it is an awesome event! We look forward to showing our mountain bike and ultra marathon guests why we believe that Fruita, Colorado is the place to be.”*

For decades the Kokopelli Trail has served as the benchmark of mountain bike and ultra trail running excellence. Stretching 144 miles from Fruita, Colorado to Moab, Utah, this iconic and historic trail where dinosaurs once walked bridges the two greatest outdoor communities in the world.

The 2018 Kokopelli 100/140 offers seven fully supported mountain biking and ultra marathon running events and relays for people of all abilities on Sept 7-8, 2018.

To learn more about the Kokopelli 100/140 or to register for the event go to [www.kokopelli100.com](http://www.kokopelli100.com). Media inquiries regarding the Kokopelli 100/140 may contact Mark Jensen at [mark@kokopelli100.com](mailto:mark@kokopelli100.com) or 801.516.1576.

To learn more about the City of Fruita go to [www.fruita.org](http://www.fruita.org). Media inquiries regarding the City of Fruita may contact Ture Nycum, City of Fruita Parks and Recreation Director at [tncum@fruita.org](mailto:tncum@fruita.org) or 970.858.0360 ext. 6400.





**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.