



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: FEBRUARY 16, 2018
Re: WEEKLY INFORMATION UPDATE

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Recreation Dept.
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City Offices will be closed Monday, Feb. 19 in observance of Presidents' Day.

Tuesday's City Council Meeting

We have a light agenda, including a presentation on the Police Department reaccreditation and an update from Parks and Wildlife, in addition to the consent agenda.

Election Update (cont.)

Election News: <http://www.fruita.org/citycouncil/page/2018-regular-municipal-election>. Candidate petitions have been submitted and certified. The City has 2 candidates for the Mayor's seat - Joel Kincaid and Mike Durden, and 5 candidates for the 3 Council seats – Kyle Harvey, Rudy Van Voorhees, Carolyn Gambino, Karen Leonhart and Lori Buck. The candidates' bios are on the City's website and will also be included in the next issue of the City Link. The Chamber is hosting a candidate forum on March 8 at 6 pm at the Community Center.

TID BITS:

- This was a busy week, and a week of partner meetings.
- We enjoyed hosting BLM staff from the local, state and federal office in Fruita Wednesday. Local businesses joined us as well and we highlighted the partnerships Fruita has with the BLM while hiking in the National Conservation Area.

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



- We also met with the hospital to begin conversations related to future growth and joint needs.
- We met with our trail partners to discuss an April event to raise money for trails in partnership with local businesses, COPMOBA and a screening of a new premier movie, The Moment.
- I had a chance to meet with the Chief of Lower Valley Fire District to coordinate efforts as well.
- Progress is being made on updating our Economic Development landing page on the website as well.
- Planning staff are coordinating the parking study that is being completed by Greg Moberg for the downtown area.
- We met with the Chamber's Governmental Affairs Committee and updated them on the TABOR ballot measure and opportunity to provide comments to the USDA regarding Fruita's standing in their Residential Funding Programs. GJEP, the Business Incubator and the City have sent in comments to USDA and others are preparing comments as well.
- We also met with GJEP this week to coordinate economic development efforts, prospective businesses we are working together on and to schedule a site visit for this weekend.
- We hosted the municipality dinner with guests from the County, GJ, Palisade, Collbran, DeBeque, District 51 and the Regional Airport Monday.
- Planning Commission heard the Chapter 8 Land Use Code Amendment for Density Bonuses Tuesday and recommended approval with no changes, so it will be coming for first reading to City Council on March 6.
- The bridge for the Kokopelli section of the Riverfront Trail is scheduled to be installed Tuesday.
- Lt. Peck and Chief Krouse attended the Colorado Association of Chiefs of Police mid-year conference in Greeley.
- Corporal Young and Officer Bomar gave an internet/social media safety presentation for students and parents that was well received.
- Precision Concrete Cutting gave a demonstration this week to City of Grand Junction and City of Fruita employees. This might be a solution to full replacements that cost more and other grinding methods that leave an unattractive rough finish.
- The FCC gymnasium was transformed on Saturday evening into a formal event area for the Fruita Chamber of Commerce Annual Banquet. A great time was had by all who attended.
- The Annual Sweetheart Run is this coming Saturday and will be hosted at the FCC.

- The Arts and Culture Board is plotting and planning and getting everything ready for the third annual Evening of Art Gala. The event will be held on Saturday, March 10th at the Fruita Community Center. Tickets are on sale at the FCC and City Market. Funds raised will go towards future artwork in the round-a-bouts on Highway 340 and at I-70 – a much needed cause!
- Recreation staff is busily planning the 3rd Annual Youth Scholarship Golf Tournament. Attached is the sponsorship/registration form. If you know of anyone who may be interested in either sponsoring or playing in the tournament, please pass it on. The tournament has raised \$6,000 each of the first two years. These funds have paid for youth to access the Fruita Community Center or to help pay for registration fees for swim lessons, soccer, basketball, or many other program offerings. The Fruita Rotary Club is the Title sponsor and Family Health West is the Food sponsor. The tournament will be held on Friday, April 6th. (See form below)
- Parks is continuing to take advantage of the nice weather. This past week, staff has removed and is rebuilding the horseshoe pits at Reed Park. They have also been working on cleaning up and adding crushed granite to the exercise areas at Olga Anson Park.
- Fruita Little League coordination is starting up. Staff meets with the new FLL Director and is planning for another great season.
- Crews will be out tomorrow, Feb 17 flagging for singletrack trail along the new trail.

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

- Hot Tomato, Powderhorn vie for Wright award (CONGRATS!!!):
https://www.gjsentinel.com/news/western_colorado/hot-tomato-powderhorn-vie-for-wright-award/article_1528a38e-108c-11e8-890b-10604b9f6eda.html
- Truck stolen from the Museum of Western Colorado's Dinosaur journey:
<http://www.westernslopenow.com/news/local-news/truck-stolen-from-the-museums-of-western-colorados-dinosaur-journey/970779936>
- Valley's sports commission is delivering economic impact:
https://www.gjsentinel.com/opinion/columns/valley-s-sports-commission-is-delivering-economic-impact/article_7487a0e4-0ec7-11e8-843d-10604b9ffe60.html
- Enoch Lake closed to camping indefinitely:
https://www.gjsentinel.com/news/western_colorado/enoch-lake-closed-to-camping-indefinitely/article_c6619190-0ef9-11e8-a98a-10604b9ffe60.html
- Biz Buzz (Strayhorn Grill in Fruita): https://www.gjsentinel.com/news/business/biz-buzz-feb/article_c5a2b946-0ef9-11e8-8fab-10604b9ffe60.html
- Prayer vigil honoring law enforcement:
<http://www.nbc11news.com/content/news/Prayer-vigil-honoring-law-enforcement-473670053.html>
- Extra security at schools following Fruita barricade situation:
<http://www.nbc11news.com/content/news/474278593.html>

- Shots Fired in Fruita, Suspect Barricaded Himself in Home: <http://www.westernslopenow.com/news/local-news/shots-fired-in-fruita-suspect-barricaded-himself-in-home/976732755>
- Fruita Shooting Incident Ends Peacefully: <http://www.westernslopenow.com/news/local-news/fruita-shooting-incident-ends-peacefully-/976795404>

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.):*

- **Tomorrow, Feb. 17** is the Sweet Heart 5k/1k at 9 am beginning at the Community Center.
- **Feb. 19** (Monday) City offices are closed in observance of Presidents' Day.
- **March 8** is the Chamber's Mayor and City Council Candidate Forum at 6 pm at the Community Center.
- **March 10** is the annual Evening of Art Gala at 6:30 pm 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 1/30, 6PM-9PM
Friday 2/9 1PM-4PM FRUITA
Tuesday 2/27 1PM-4PM
Friday 3/9 9AM-12PM

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	2/22/18
Learn to use market research tools to generate more business	3/29/18
Business Planning	3/15/18
Write a plan to help ensure the success of your business	3/22/18
Internet Strategies	2/8/18
Learn how to be accessible through the internet	3/22/18
Licensing	3/1/18
License your business online	4/5/18
Cash Flows	2/1/18
Learn how to do a cash flow budget using Excel	3/8/18



How to list, sell, and prosper on Amazon.com

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.

**March 23rd 1PM-3PM
2018 Cost \$35**

Do what works for you, take one class for \$50 or both classes for \$75.

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
5-7 PM

GV Food Hub Meetup

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

Mar 29th
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 for one person
Cost: \$375 for two people

You can apply online, or pick up an application at The Business Incubator Center. To find out more about this class call 970-243-5242



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.