



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 23, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

We will first hear a 15-minute update from Kathryn Bedell regarding a project she is working on, then have an update and discussion with Chief Krouse regarding the City's great, long-standing School Resource Officer program and end with a discussion regarding long-range planning with our partners related to areas outside the City that will eventually annex in during future development.

Election Update (cont.)

Ballots were delivered to the Post Office on Monday, March 12. 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 hosted a candidate forum on March 8 at 6 pm at the Community Center that was well attended by 50-60 people and the theme of the night was very positive. Drop boxes are open in the Civic Center parking lot as well as in the building. Well over 1300 ballots had been received by March 22 with many continuing to flow in. Ballots are not tallied until election night.

\$35,610.18 Grant for 18 Road Trails Planning

The City of Fruita officially received notification of the Colorado Parks & Wildlife grant award to master plan the North Fruita Desert Mountain Bike emphasis area. The grant award was for \$35,610.18 and the project will be approximately \$45,000 and is supported financially and administratively by BLM and COPMOBA. Big thanks to our partners and to Ture for writing and presenting the grant.

Road Construction Update from Ken Mayberry, Superintendent, Colorado National Monument

The failing section just downhill from the DS Road intersection went smoother than expected because they hit bedrock at about 2-3 foot depth (it was expected that they would have to go down 4-6 feet). The excavation on the failing curve downhill from

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

the tunnel presented surprises. It seems that the road failure at this point has mainly occurred because dirt was added on top of old pavement each time the road has failed in the past. Current best practice is to remove the old pavement because it is now known that the old pavement surfaces create an impermeable layer. Water that gets into the road bed must travel laterally at the old pavement layer, slowly washing out the soils.



Construction Below the Tunnel March 20, 2018



Road Construction – Pavement Layers March 19, 2018

TID BITS:

- Check out the new virtual tour of the Community Center available on Google Maps and <http://www.fruita.org/parksrec/page/virtual-tour>.
- Big thanks to the Lower Valley Fire District whose grant has already cleaned up 2 acres along the Little Salt Wash this year and 8 acres over previous years.
- PW and Parks staff are still working on a waterline break/leak at Little Salt Wash Park. Ute Water has been out to assist but the location of the leak has still not been found.
- The Western Colorado Conservation Corp is making great progress on the single track trail alongside the Kokopelli hard surface trails. Now that we have trail on the ground, we are estimating that there will be approximately 3 to 3.5 miles of dirt trail. Some folks are already taking advantage of this trail as tire tread has been seen on the new scratched-in trail.
- Fleet received the new tire machine last week and already used it (after proper training) to mount 4 new tires on a police vehicle, which proved that it will save time and money going forward.
- The 5-2-1 Drainage Authority annual meeting is scheduled for this coming Tuesday, March 27 @ 3:00 p.m.
- Accountant interviews were conducted this week.
- The blood drive was a huge success Tuesday with 26 donors—thanks to the Chamber helping spread the word.
- The City continues to see increased residential building activity. This month we have issued 4 new residential construction planning clearances.
- Current pending development projects in the review process include: the Fruita RV Resort and the Iron Wheel Subdivision.
- Staff has created a new Pre-Application form for developers to fill out prior to a development review meeting. This helps the developer get more consistent feedback from one source, rather than information from multiple parties.
- We will be holding interviews for a Code Compliance Officer next week and you will see a posting for an Office Administrator in the coming weeks.
- Greg Moberg has completed the parking inventory study. Staff is planning on getting a workshop item scheduled for City Council.
- Highway 6 Sewer Interceptor – Geotechnical Investigation completed and report delivered to staff.
- Kokopelli Phase II Trail – soil nail wall construction continues.
- Cedar Way Infrastructure Improvements – Potholing at Pine and McCune occurred this week to determine exact location of water line and other utilities. Sam presented to the Federal Mineral Lease District Board for a \$50,000 grant request on Wednesday.
- Imondi Wakezone site work has started this week.
- Village at Country Creek is getting utility trenches completed.
- Fruita is taking over the Colorado Tourism Office Instagram account March 30 – April 5 so keep an eye out and like it up.
- Monday we will have a sponsored post on 303 Magazine’s Instagram account as well. Both of these accounts have over 76,000 followers each.

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

- 5280 First-timers guide to Fruita, CO: <http://www.5280.com/2018/03/first-timers-guide-fruita-colorado/>
- New home construction and business remain strong in Fruita: https://www.gjsentinel.com/special_sections/real_estate/new-home-construction-and-business-remain-strong-in-fruita/article_8cb2375a-2b97-11e8-a76b-10604b9f7e7c.html
- Off the chart: Expansion propels Fruita hospital to higher level of care: https://www.gjsentinel.com/lifestyle/health_and_wellness/off-the-chart-expansion-propels-fruita-hospital-to-higher-level/article_83ab0d9a-2c04-11e8-b6a3-10604b9f7e7c.html
- Proponents seek more than gym: https://www.gjsentinel.com/news/western_colorado/proponents-seek-more-than-gym/article_836ec6fa-2c04-11e8-87dd-10604b9f7e7c.html
- Ex-sheriff's drone ace lands post as chief of aerial firefighting hub: https://www.gjsentinel.com/news/western_colorado/ex-sheriff-s-drone-ace-lands-post-as-chief-of/article_85b1456e-2c04-11e8-8d82-10604b9f7e7c.html
- Some D-51 students walkout for Fla. Shooting victims; others stand up for second amendment: <http://www.nbc11news.com/content/news/477579403.html>
- High School Students Join National Gun Control School Walkouts – Others in Opposition: <http://www.westernslopenow.com/news/local-news/high-school-students-join-national-gun-control-school-walkouts-others-in-opposition/1066763442>
- Students at D51 High Schools Walk Out: <http://www.westernslopenow.com/news/local-news/students-at-d51-high-schools-walk-out/1066198946>
- D51 Students Plan for Walkout: <http://www.westernslopenow.com/news/local-news/d51-students-plan-for-walkout/1066088146>
- Some D-51 students ready for walkout on Wednesday: <http://www.nbc11news.com/content/news/477466833.html>
- District 51 takes steps to enhance school safety: https://www.gjsentinel.com/news/western_colorado/district-takes-steps-to-enhance-school-safety/article_afede354-2ccd-11e8-ad38-10604b9ffe60.html
- Community Hospital hosts Health Care Career Day for D51 students: <http://www.kjct8.com/content/news/Community-hosts-Health-Care-Career-day-for-District-51-students--477686823.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.):*

- **Tonight, March 23**, Fruita Fourth Friday returns with local artist demonstrations at Rose Hue Gallery on Aspen from 6-9 pm.
- **March 28** is the annual Easter Egg Scramble from 4-4:15 pm ☺ on the back lawn of the Community Center.
- **March 30** City Offices are closed in observance of Good Friday.

- **April 6** is the Fruita Parks & Recreation Youth Scholarship Golf Tournament at 9 am at Adobe Creek Golf Course.
- **April 14** is the Desert Rats Trail Running Festival.
- **April 21** is the 9Health Fair Expo at the Community Center from 8 am – noon.
- **April 26** is the annual Arbor Day event TBD.
- **May 4-5** is the 24th annual Fruita Fat Tire Festival and 18 Hours of Fruita.
- **May 6** is the Rose Hill Rally from 7 am – 2 pm with a bike aid station at Reed Park.
- **May 12** is the annual Girls on the Run regional 5K run beginning at 9 am at the Community Center.
- **May 18** is Colorado Bike to Work Day (earlier this year to accommodate cooler weather) from 6:30 – 9 am with breakfast provided at the Community Center by Family Health West.
- **June 1-2** is the annual Mike the Headless Chicken Festival.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.
- 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 2/27 1PM-4PM
Friday 3/9 9AM-12PM
Tuesday 4/3 9AM-12PM
Tuesday 4/17 1PM-4PM

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	4/26/18
Internet Strategies	3/22/18
Learn how to be accessible through the internet	4/19/18
Licensing	3/1/18
License your business online	4/5/18
Cash Flows	3/8/18
Learn how to do a cash flow budget using Excel	4/12/18



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.

April 16th
1PM-2:30PM

Business Valuation

What would be a fair listing price for a business and how is it determined? Will a lender finance the acquisition? Does selling a business within the industry provide the opportunity to command a premium price? Join us in learning about the roles of market analysis and business evaluation in developing a realistic business worth assessment.

Mar 29th
9AM-2PM

BOOKKEEPING BOOTCAMP

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.