



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 29, 2018
Re: WEEKLY INFORMATION UPDATE

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Fruita CO 81521

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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

Friday, March 30 City Offices are Closed in Observance of Good Friday

Tuesday's City Council Meeting

The meeting begins with a presentation to the City from AARP State Director, Bob Murphy of the Age-Friendly Community certificate. We also have the second reading and public hearing of adopting a new land use chapter on Bonus Density.

April 3, 2018 Election Update (cont.)

Mail-in ballots were received by residents the week of Monday, March 12. Election News: <http://www.fruita.org/citycouncil/page/2018-regular-municipal-election>. 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 were included in the Spring issue of the City Link. The Chamber hosted a candidate forum on March 8 at 6 pm at the Community Center that was 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 Civic Center. Ballots must be received via mail or by drop off by 7pm on Election Day, April 3, 2018. The City has received over 1,700 ballots.

Another outside article highlighting how awesome City Public Works employees are.

The following article was published in I&I highlighting the "proactive approach to inspection and maintenance" that our three-person crew made up of John Carrillo, Bill Wolf and Gary Link. It is a great overview, but even more impressive than the article is what is being accomplished by their efforts—huge thanks to each of them for positively impacting every resident in this City!

<https://www.iandimag.com/editorial/2018/04/a-better-view-of-the-future>

3rd Annual Youth Scholarship Golf Tournament

Honor the Past – Envision the Future FRUITA

On Friday, April 6th, Fruita Parks and Recreation is hosting its third annual Youth Scholarship Golf Tournament at Adobe Creek National Golf Course. The tournament is a fundraiser for the Youth Scholarship Fund and has raised \$12,000 over the past two years. These funds are used to pay the fees for Fruita's youth who cannot afford to participate in programs like swimming lessons, soccer, flag football, basketball, etc. In addition, each of the five local Fruita Schools receive 10 summer passes to the Fruita Community Center which they hand out to youth who they feel may need a place to hang out over the summer. This is a great tournament and is for a great cause. The Fruita Rotary Club is the Title sponsor for this event and Family Health West is the Food Sponsor. See the attached flyer and registration form for more information.

TID BITS:

- F-Works Co-working space in the Civic Center is nearing completion with a grand opening being planned by the Business Incubator center for mid-late April.
- It's hiring season in Parks and Recreation! Parks is interviewing this week to fill three seasonal park maintenance worker positions. The FCC also interviewed to fill a day-time custodian position and they just hired nine new lifeguards (they will be hiring even more lifeguards as the summer is just around the corner).
- COPMOBA will be hosting a Bike Swap and movie night on Saturday, April 28th in Civic Center Park. The bike swap will be from Noon – 6 pm with live music and beer. They will then transition the park to show the movie 'The Moment' which is about the origins of mountain biking. COPMOBA will also be fundraising throughout the day for trail development– specially the remaining three miles of trail that is ready to be built in the Kokopelli Trail system (the Hawkeye Trail was open last year as part of this phased project.)
- Wednesday afternoon 7,000 Easter eggs were scooped up by Fruita youth under 7 years old in record time on the back lawn of the Community Center.
- Highway 6 Sewer Interceptor – Working with CDOT on utility crossing permit.
- Kokopelli Section of the Riverfront Trail Phase I - Waiting on United to finish their outlet structure flume, backfill and grading to complete the fencing.
- Kokopelli Phase II Trail – Soil Nail Wall construction continues.
- Grant presentation for AGNC scheduled for April 25th at 2:00 pm. We are asking \$9,000 for the Gateway Enhancement Roundabouts.
- Regarding our \$50,000 grant request from the Mesa County Federal Mineral Lease District for the Cedar Way Infrastructure Improvements, we should find out regarding a possible award on April 18.
- Engineering is seeking two possible grant processes for a summer intern.
- Starbucks is working towards a May opening.
- Next week, Parks and Public Works are going to locate and fix a water leak in the irrigation line on the east side of Suds Brothers. There should only be 2-24"x24" concrete stones removed initially to locate the leak.
- Public Works has been busy:
 - Produced 30 cubic yards of biosolids for fertilizer that has already been used.
 - Spring cleaning the irrigation pond at Little Salt Wash Park and storm drains.
 - Crews will be crack-sealing along Pine Street, Vitners Farm and Wildwood subdivisions.

- Grand Valley Irrigation is opening their irrigation gates this weekend, so crews are preparing the irrigation system for start-up April 16.
- In one day, the road crew hauled 207 tons of rock chips for chip sealing—when finished they will have hauled 1,974 tons.
- Staff and local businesses hosted and presented to high school students from FMHS, Palisade, GJ, and Central this week for Career Exploration Day.
- Staff met with some of the downtown businesses to talk trash and sprucing up the North Aspen Alley.
- The Mayor and I had a great meeting with Robin Brown, GJEP.
- We continue to meet with prospective developers and Planning/Engineering staff are busy with multiple reviews.
- Have a great weekend and Happy Easter!

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

- F-works co-working center close to reality: <http://www.kjct8.com/content/news/Fworks-co-working-center-close-to-reality-477999793.html>
- Fruita to look over school resource officer program: <http://www.kjct8.com/content/news/Fruita-to-look-over-school-resource-officer-program-477998833.html>
- KREX Golden Apple Award Winner—Mrs. Nancy Slipka: <http://www.westernslopenow.com/news/local-news/krex-golden-apple-award-winner-mrs-nancy-slipka/1079667691>
- “Nobody plans to be an addict...”: https://www.gisentinel.com/opinion/columns/nobody-plans-to-be-an-addict/article_6a0b1322-2fc8-11e8-95c1-10604b9f7e7c.html
- March for our lives hits Grand Junction streets: <http://www.nbc11news.com/content/news/477835183.html>
- Pilot Hill project officials host meeting to inform Laramie residents of land purchase: http://www.wyomingbusinessreport.com/newsletter_am/pilot-hill-project-officials-host-meeting-to-inform-laramie-residents/article_608ff17c-30ff-11e8-964a-c7e30a0486dc.html
- Fruita series to feature presentation on heart health: <https://www.iandimag.com/editorial/2018/04/a-better-view-of-the-future>

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.):*

- **March 30** City Offices are closed in observance of Good Friday.
- **March 30** two showings of the Movie “We’re All Over The Edge,” a film by locals Cullen Purser & Levi Lawrence about mountain bikers, will be shown at Cavalcade at 8 pm and 9:15 pm.
- **March 31** is a Cullen Purser & Friends concert at Cavalcade at 7:30 pm raising funds for a new door to increase capacity.
- **April 3 is Election Day for our Municipal election—ballot reception boxes at the Fruita Civic Center close at 7 pm.**

- **April 3** you are invited to a meeting with the AARP State Director, Bob Murphy at 3:30 pm in the Plum Room at the Fruita Community Center. Mr. Murphy will also be at the City Council meeting at 7 pm to present the City with the Age-Friendly Community certificate.
- **April 5** is the Fruita Area Chamber of Commerce Business Expo featuring kids in business at the Fruita Community Center from 4-7 pm.
- **April 6** is the Fruita Parks & Recreation Youth Scholarship Golf Tournament at 9 am at Adobe Creek Golf Course.
- **April 7** is the annual Electronics Recycling Event at the Fruita Civic Center (325 East Aspen Ave.) from 9 am – 1 pm. The City and Waste Management are teaming up to offer residents the opportunity to recycle their electronics at this annual event—collecting all cords, cables, CPUs and cell phones at no cost. Other electronics will be collected at a nominal fee.
- **April 14** is the Desert Rats Trail Running Festival.
- **April 18** is a new event called “Fruita: Back to Summer Fair” at the Community Center to learn about what Fruita has to offer this summer by way of programs. **More info below.**
- **April 21** is the 9Health Fair Expo at the Community Center from 8 am – noon.
- **April 26** is the annual Arbor Day event TBD.
- **April 28** the Grand Valley Bike Swap will be held in Fruita at Civic Center Park (including vendors, open bike swap/sales, beer garden, food trucks, live music) followed by a showing at 7:30 pm of the movie “The Moment.”
- **May 4-5** is the 23rd 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



How to Start 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 4/3 9AM-12PM
Tuesday 4/17 1PM-4PM
Tuesday 5/15 6PM-9PM
Friday 5/25 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 | 3/29/18 |
| Learn to use market research tools to generate more business | 5/3/18 |
| Business Planning | 4/26/18 |
| Write a plan to help ensure the success of your business | 5/31/18 |
| Internet Strategies | 4/19/18 |
| Learn how to be accessible through the internet | 5/17/18 |
| Licensing | 4/5/18 |
| License your business online | 5/24/18 |
| Cash Flows | 4/12/18 |
| Learn how to do a cash flow budget using Excel | 5/10/18 |



HAPPINESS DOES NOT COME FROM
DOING EASY WORK BUT FROM THE
AFTERGLOW OF SATISFACTION THAT
COMES AFTER THE ACHIEVEMENT OF A
DIFFICULT TASK THAT DEMANDED OUR
BEST.

-THEODORE ISAAC RUBIN

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. SBAs 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 6th
3PM-4:30PM

Step by Step Guide: How to Build your own WIX website

Having a website for your business is an absolute necessity in today's online age. A great website can be used for business information, marketing, e-commerce, branding, and a source of communication.

This hour and a half course is a beginner's guide, including the key components of building a website and the step-by-step process of using Wix.com to build it. Bring your computer to follow along.

Cost: \$20

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

June 15th
1PM-2:30PM

Business Valuation; What's it worth to you?

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 an 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.

Cost: Free

City of Fruita Parks & Recreation Youth Scholarship Golf Tournament

Register Now!



FRI
APRIL 6

2018



**ADOBE CREEK
NATIONAL
GOLF COURSE**
876 18 ½ Road
Fruita, CO 81521

**\$75
per
Player**

**REGISTER ONLINE AT WWW.FRUITA.ORG/PARKSREC or
REGISTER AT THE FRUITA COMMUNITY CENTER
SHOTGUN START AT 9:00am
FOUR PERSON SCRAMBLE
PIN EVENTS**

**\$300
per
Team**

Complete Registration Form & Return to Fruita Community Center, 324 N. Coulson, Fruita, CO 81521 ~ Call 970-858-0360 for more info

2018 Youth Scholarship Individual Registration Form (team registration on back):

Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

Emergency Contact: _____

Emergency Contact Phone: (____) _____ - _____

I understand and agree that any bodily injury, death, or loss of personal property and expense as a result of my negligence, or the negligence of the City and its representatives, including staff and / or volunteers, are my responsibility. As lawful consideration for being permitted to participate in the City of Fruita Youth Scholarship Golf Tournament, I release from any legal liability and agree not to sue, file claim against the property of, or prosecute; and to indemnify and hold harmless, the City of Fruita and all it's officers, agents and employees for any and all liability, injury, or death caused by or resulting from my voluntary participation in the activities mentioned above; whether or not such liability injury or death was caused by their negligence, or by my negligence, or any other cause. I authorize and consent to the publication of myself, whether by television, newsprint, written advertisements or otherwise, of any materials contained in my name or picture for participation in any event.

Signature of Participant

Date

Signature of Parent or Guardian

Date

(If participant is under 18 years of age)



Fruita Rotary Club



2018 Youth Scholarship Team Registration Form

Team Name: _____

Golfer #1 Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

Golfer #2 Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

Golfer #3 Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

Golfer #4 Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Email: _____

I understand and agree that any bodily injury, death, or loss of personal property and expense as a result of my negligence, or the negligence of the City and its representatives, including staff and / or volunteers, are my responsibility. As lawful consideration for being permitted to participate in the City of Fruita Youth Scholarship Golf Tournament, I release from any legal liability and agree not to sue, file claim against the property of, or prosecute; and to indemnify and hold harmless, the City of Fruita and all it's officers, agents and employees for any and all liability, injury, or death caused by or resulting from my voluntary participation in the activities mentioned above; whether or not such liability injury or death was caused by their negligence, or by my negligence, or any other cause. I authorize and consent to the publication of myself, whether by television, newsprint, written advertisements or otherwise, of any materials contained in my name or picture for participation in any event.

Signature of Participant (Golfer #1) Date

Signature of Parent or Guardian
(If participant is under 18 years of age) Date

Signature of Participant (Golfer #2) Date

Signature of Parent or Guardian
(If participant is under 18 years of age) Date

Signature of Participant (Golfer #3) Date

Signature of Parent or Guardian
(If participant is under 18 years of age) Date

Signature of Participant (Golfer #4) Date

Signature of Parent or Guardian
(If participant is under 18 years of age) Date





*We're
All
Over
the
Edge*

This isn't a mountain bike film.
It's a film about mountain bikers.

a film by
Cullen Purser and Levi Lawrence

TWO SHOWINGS: FRIDAY

MARCH 30

8:00 AND 9:15PM

AT CAVALCADE IN FRUITA

Thursday April 5, 2018
4:00 pm - 7:00 pm

*Fun for
the entire
family!*



**Family
Health West**

*Free to the
public!*

2018

Fruita Area Chamber of Commerce

Business Expo

featuring



KIDS IN BUSINESS

Fruita Community Center

**324 N. Coulson
Fruita, CO**

*Backyard BBQ Party
Giveaway!*

*Kid
Entrepreneurs!*

Bump N Jump!

*Food and
Drinks!*

*Local
Businesses!*



www.fruitachamber.org

970.858.3894

events@fruitachamber.org

NEW!
Fruita:
Back to Summer Fair

**Wednesday
April 18th, 2018
Fruita Community Center
Gymnasium
Come Anytime Between:
6:00pm-7:30pm**

Seniors, Adults & Kids:
Come see what Fruita has to offer this summer. Informational booths available for each specific program and staffed with a representative to answer your questions!

**CALL
970-858-0360
FOR MORE INFO**





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.