



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: APRIL 6, 2018
Re: WEEKLY INFORMATION UPDATE

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April 3rd Election Update

Congratulations to Joel Kincaid who will serve as the new Mayor of Fruita in a two-year term through April 2020 and Lori Buck, Kyle Harvey and Karen Leonhart who will serve as Council members in four-year terms through April of 2022. Referred Issue A was passed with an 82 percent vote in favor of allowing the City to keep excess revenues for purposes of capital projects and maintenance of capital improvements. We received 2,762 (35% turnout) ballots and appreciate all who took time to participate and vote. We also extend appreciation to all the candidates who demonstrated a willingness to serve this awesome community. Thanks to outgoing Council members Bruce Bonar (who also served as Mayor Pro-tem) and Lou Brackett. "Unofficial" results are posted below. Note: Military/Overseas voters and voters whose signatures were rejected have until 8 days after the election to return/cure their ballot. In theory, these results could change by a very small amount. A big thanks to Margaret Sell, Deb Woods and the Mesa County Elections Department for all their work in processing ballots. If you are interested in results of measures in other Colorado cities, see the CML press release below.

TID BITS:

- See the Riverfront Concert Series Line-up below.
- The City continues to see increased residential building activity. In March, we issued 14 new residential construction planning clearances. See full report below.
- Current pending development projects in the review process include: the Fruita RV Resort, Iron wheel, Adobe Falls Final Plat, with several projects getting ready to submit.
- Highway 6 Sewer Interceptor – Utility Permit submitted to CDOT.
- Kokopelli 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-Mays Concrete provided updated schedule for soil nail wall completion. Delivery of Hilfiker Wall panels delivered 4/3.
- Grant presentation for AGNC scheduled for April 25th at 2:00 pm. We are asking \$9,000 for the Gateway Enhancement Roundabouts.

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

- Cedar Way Infrastructure Improvements –Federal Mineral Lease District Grant request for \$50k. Awards will be announced April 18.
- Grant application for American Public Works Association Colorado Chapter – West Slope Branch 2017 Internship Assistance Program has been submitted (4/2) for an Engineering Intern. Announcement of awards will occur no later than April 27th.
- The new flashing crosswalk signs for Ottley Avenue at Fremont Street were delivered and crews are scheduling install (probably 2 weeks out).
- Crews will be starting up City irrigation system next week.
- Public Works Director, Ken Haley responded to a complaint forwarded from Mayor about concerns with speed of vehicles turning from northbound Hwy 340 right onto Aspen Ave. He is getting some additional information from CDOT on possible engineering solutions to be considered by the traffic committee.
- Ken will attend a seminar in Glenwood on Friday about Western Slope Water Issues.
- Spring athletic programs are off and running. Last Saturday was the first week of soccer games at Little Salt Wash Park and all went well.
- Fruita Little League has also started playing games at LSWP. We can't say how nice it is to have the overflow parking area at the park – it has made a difference.
- The Fruita Trail Host program is off and running again in 2018. Many trail hosts are returning from last year and we are recruiting a few more to ride the trails and spread good cheer.
- We had a great meeting with Bob Murphy and others from AARP to talk about the Age-Friendly Community. It was also great to be recognized at City Council on Tuesday as a member of the Age-Friendly Communities Network.
- Parks staff with the help of Public Works was able to locate and fix the irrigation line leak that was under the sidewalk next to Sud's Brothers. All went smooth and we don't believe there was too much disruption to downtown activities.
- What a day to play golf –It was wonderful to see folks come together for the 3rd Annual Youth Scholarship Golf Tournament. As you may know all proceeds go towards off-setting program fees for youth who may otherwise not be able to afford to play soccer, take a swim lesson or learn how to cook. In addition, we provide 50 FCC summer passes to the local schools to distribute to youth who need a place to be over the summer. We had a staff team participate.
- I joined the Fruita Tourism Advisory Council in a planning session today to narrow down how to align their purpose and goals with the City's focus. They also discussed bylaws, lodging trends, booking tools, and how to help Slate move forward with our marketing efforts.
- A part-time daytime custodian has been hired for the Fruita Community Center. Her name is Lori Snyder and she started on Monday, April 2, 2018.
- Several of the seasonal positions have been filled for Public Works and Parks. Please welcome: Dan Wray, Public Works; Steve Drazkowski, Public Works, John Linn, Parks; and Kyler Frye, Parks. Another seasonal is scheduled to start in Public Works on Monday (Rick Winkelman).
- We re-advertised the Code Enforcement Officer Position on Sunday with a closing date of April 16th.
- We also re-advertised the seasonal positions for both Parks and Public Works on Sunday. We still have four positions to fill.

- We are continuing to get applications for the Planning Technician position and that position closes on April 9, 2018.
- We are still working on filling the accountant position.
- Work continues on the 2017 Financial Statements. Auditors will be out the first of May for their field work.
- Great job on the CIRSA Audit with the final scores of 99 for workers comp and 105 for the property casualty pool!
- Slate did a great job posting beautiful photos and video snippets on the Visit Colorado Instagram feed for the last week—check it out, like and share if you haven't yet.

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

- Municipal election results: Fruita, Palisade, and Montrose: <http://www.westernsloopenow.com/news/local-news/municipal-election-results-fruita-palisade-and-montrose/1100178659>
- Results in for Fruita, Palisade municipal elections: https://www.gjsentinel.com/breaking/results-in-for-fruita-palisade-municipal-elections/article_7289c0c8-37b8-11e8-853e-d7ab730f8a3b.html
- Results from the 2018 municipal elections: <http://www.kjct8.com/content/news/Results-from-the-2018-municipal-elections-478714643.html>
- Colorado Tourism Office to show more of state in \$6M marketing campaign: <https://www.bizjournals.com/denver/news/2018/04/03/colorado-tourism-office-to-show-off-more-of-state.html>
- New ad campaign shows tourists what Colorado is all about: <https://durangoherald.com/articles/216952-new-ad-campaign-shows-tourists-what-colorado-is-all-about>
- City approves two new school officers; sheriff balks at picking up tab: https://www.gjsentinel.com/news/western_colorado/city-approves-two-new-school-officers-sheriff-balks-at-picking/article_19e7323a-3893-11e8-8d8d-10604b9ffe60.html
- Lawmakers urge feds to allow airport to accept direct international flights: https://www.gjsentinel.com/news/western_colorado/lawmakers-urge-feds-to-allow-airport-to-accept-direct-international/article_7d585636-3894-11e8-a2a5-10604b9f1ff5.html
- Water starts flowing canals in the Grand Valley: <http://www.kjct8.com/content/news/Water-starts-flowing-through-the-Grand-Valley-canals--478816533.html>
- Fruita Charter school copes with start-up challenges: https://www.gjsentinel.com/news/western_colorado/fruita-charter-school-cope-with-start-up-challenges/article_e6ca0340-3636-11e8-ac4a-10604b9f1ff5.html
- Local churches hold sunrise Easter service: <http://www.kjct8.com/content/news/Local-churches-hold-sunrise-easter-service-478491913.html>
- Biz Buzz—Fruita Arrowhead Veterinary Hospital: https://www.gjsentinel.com/news/business/biz-buzz-april/article_bd3c70d6-356d-11e8-b77f-10604b9f6eda.html

- Cities ask county sheriff to fund school cops, from new public safety taxes: https://www.gjsentinel.com/news/western_colorado/cities-ask-county-sheriff-to-fund-school-cops-from-new/article_bdca4a72-3500-11e8-82e0-10604b9f7e7c.html
- Mesa County residents can choose their own free day at the dump: <http://kool1079.com/mesa-county-landfill-free-day/>
- You wish this were your weekend getaway: <http://www.5280.com/2018/03/you-wish-this-were-your-weekend-getaway/>
- Grand Valley Vietnam Veterans honored for their service: <http://www.westernslopenow.com/news/local-news/grand-valley-vietnam-veterans-honored-for-their-service/1088109529>
- Don't forget to vote—Municipal elections on Tuesday: <http://www.kjct8.com/content/news/Dont-forget-to-vote-Municipal-elections-on-Tuesday-478347423.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.):*

- **Tomorrow, April 7** is the annual Electronics Recycling Event at the Fruita Civic Center (325 East Aspen Ave.) from 9am – 1pm. 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 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. <https://www.9healthfair.org/health-fairs/spring/261/index>
- **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 7am – 2pm 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 15** is the CML Spring Outreach meeting in Palisade from 3-4:30 pm.
- **May 18** is Colorado Bike to Work Day (earlier this year to accommodate cooler weather) from 6:30 – 9am 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. 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. 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

Summary for: All Contests, Fruita, All Tabulators, All Counting Groups

City of Fruita
Regular Municipal Election
April 3, 2018
Unofficial Results

Ballots Cast: 2,762

Fruita Mayor (Vote for 1)

	Total	
Undervotes	155	
Overvotes	0	
Candidate	Total	
MIKE DURDEN	720	
JOEL KINCAID	1,887	
Total Votes	2,607	
	Total	

Fruita City Council Members (Vote for 3)

	Total	
Undervotes	957	
Overvotes	51	
Candidate	Total	
KAREN LEONHART	1,948	
RUDY VAN VOORHEES	486	
KYLE HARVEY	1,708	
CAROLYN GAMBINO	946	
LORI BUCK	2,190	
Total Votes	7,278	
	Total	

Referred Issue A (Vote for 1)

	Total	
Undervotes	50	
Overvotes	0	
Candidate	Total	
YES	2,234	
NO	478	
Total Votes	2,712	
	Total	



GET THE MUNICIPAL GOVERNMENT PERSPECTIVE

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NEWS RELEASE

For immediate release

MUNICIPAL ELECTION RESULTS

April 4, 2018, Denver, CO – On April 3, voters in 120 cities and towns across Colorado selected their municipal elected officials and answered questions on a variety of topics, ranging from broadband to bond issues. The following results are unofficial and subject to change.

Broadband

Six municipalities requested and received permission to provide or partner to provide broadband services, including **Firestone, Frisco, Lake City, Limon, Lyons, and Severance**. This election brings the total of cities and towns who have received voter authorization to 92.

Marijuana

Voters in **Naturita** passed six separate questions relating to marijuana, voting to allow medical and retail marijuana sales, manufacturing, testing, and cultivation, as well as to implement a sales tax and an excise tax on retail marijuana. **Berthoud** voters approved allowing municipally licensed medical marijuana dispensaries to add retail sales.

Marijuana taxes passed in **Crawford, Delta, Ordway, and Yuma**. The lone marijuana tax to fail was in **Orchard City**.

Term limits

Pagosa Springs voters approved term limits of two consecutive four-year terms, while voters in **Glendale** approved term limits of three consecutive four-year terms. **Lyons** voters split the term limit questions, approving an increase to four two-year terms for a mayor, but keeping the limit for trustees at three. Voters in **Red Cliff** eliminated term limits for their elected officials.

Tax and bond issues

Fruita voters approved the city's retention of all revenues from 2019 through 2024.

Alma, Elizabeth, and Lyons voters passed lodging taxes.

Sales tax questions that passed around the state include:

- **Basalt** – new sales tax on tobacco and nicotine products
- **Cortez** – extension of sales tax for family recreation center
- **Glendale** – modification of current sales tax to remove earmark restricting use to water related purposes
- **Ignacio** – new sales tax for capital improvements
- **La Veta** – extension of current sales taxes for museum expenses and street improvements
- **Milliken** – extension of sales tax for capital improvements
- **Nederland** – new sales tax for roads
- **Paonia** – new sales tax for general operating expenses

The sales tax questions that did not pass include:

- **Arriba** – for capital improvements
- **Crestone** – for general operating expenses
- **Limon** – for capital improvements
- **Orchard City** – for roads and law enforcement services

Wiley voters approved a mill levy increase, and **Carbondale** voters approved the extension of a current mill levy, both to fund streets and related improvements. Mill levy increases did not pass in **Ault, Orchard City, and Pitkin**.

Eckley voters approved \$165,000 of debt for sanitation system improvements, **Limon** voters authorized \$8.68 million of debt for capital improvements, and **Nederland** voters authorized \$2 million of debt for wastewater improvements. **Erie's** request for debt authority of \$13.75 million for a town hall expansion did not pass.

Publication Requirements

Voters approved the publication of ordinances by titles only in **Hugo, Kersey, Lake City, Milliken, and Springfield**. **Pitkin** received authorization to no longer publish the bills list or contracts awarded.

Election Date

Morrison and **Palmer Lake** voters approved moving their regular town elections to November of even-numbered years.

Administrative Charter Amendments

Glendale and **Morrison** voters approved updates to obsolete provisions of their home rule charter.

Other issues

Other issues that were decided include:

- **Antonito** – approved the sale of a public building
- **Berthoud** – approved a 32.44 acre annexation
- **Erie** – approved the sale of 0.65 acres of town land
- **Frisco** – did not approve the sale or lease of a community park for residential use
- **Pagosa Springs** – approved the elimination of council districts and for council members to be elected at large

CML wishes to thank the city and town clerks who assisted CML staff in compiling this election data.

CML is a nonprofit, nonpartisan organization established in 1923, representing 270 cities and towns, and is widely recognized as the official voice of municipal government in Colorado. CML's daily operations revolve around three areas of service to our members: Advocacy, Information, and Training. For more information, visit www.cml.org or call 303-831-6411.

###

One Riverfront | Spring 2018

Spring is in the air and that means it's time for One Riverfront to announce our 20th annual Colorado Riverfront Concert Series schedule. First, we'd like to thank all of our 2018 sponsors: KREX - TV; City of Fruita, Sandstone Concerts, Townsquare Media; Alpine Bank, ANB Bank, Daub & Associates, Enstrom Candies, Family Health West, FCI Constructors, Home Loan Insurance, Humphrey RV, Grand Valley Bank, KAFM Radio and Curbside Recycling Indefinitely, Inc. (GJ CRI). Without their generous sponsorship support, we would not be able to bring you our 2018 concert season.

Chris Hillman & Herb Pederson - Thursday, May 24, 2018

Arguably the pioneer of the genre known as "Country Rock," **Chris Hillman** has carved a permanent niche in the history of contemporary American music through his work with such notable bands as The Byrds, The Flying Burrito Brothers and the Desert Rose Band.

John McEuen's String Wizards with special guest Jim Ibbotson - Thursday, June 14, 2018

John McEuen is one of the founding members of the **Nitty Gritty Dirt Band**. Going strong for 50-years, the band is best known for its evergreen bestselling album *Will the Circle be Unbroken* and for its gorgeous version of the song "Mr. Bojangles." McEuen is one of the seminal figures who conceived and originated the fusion of folk, rock and country, a unique sound still hugely popular today. In addition to performing on tour with the Nitty Gritty Dirt Band and on dozens of their best selling albums (many of which went platinum and gold), McEuen also has a successful solo performing and recording career. And as a music producer, he won the Grammy in 2010 for producing *The Crow*, a music album by Steve Martin, John's lifelong friend.

The [Bellamy Brothers](#) - Thursday, August 9, 2018

The **Bellamy Brothers** are an American pop and country music duo consisting of brothers **David Milton Bellamy** and **Homer Howard Bellamy**. The duo had considerable musical success in the 1970s and 1980s, starting with the release of their crossover hit "Let Your Love Flow" in 1976, a Number One single on the Billboard Hot 100.

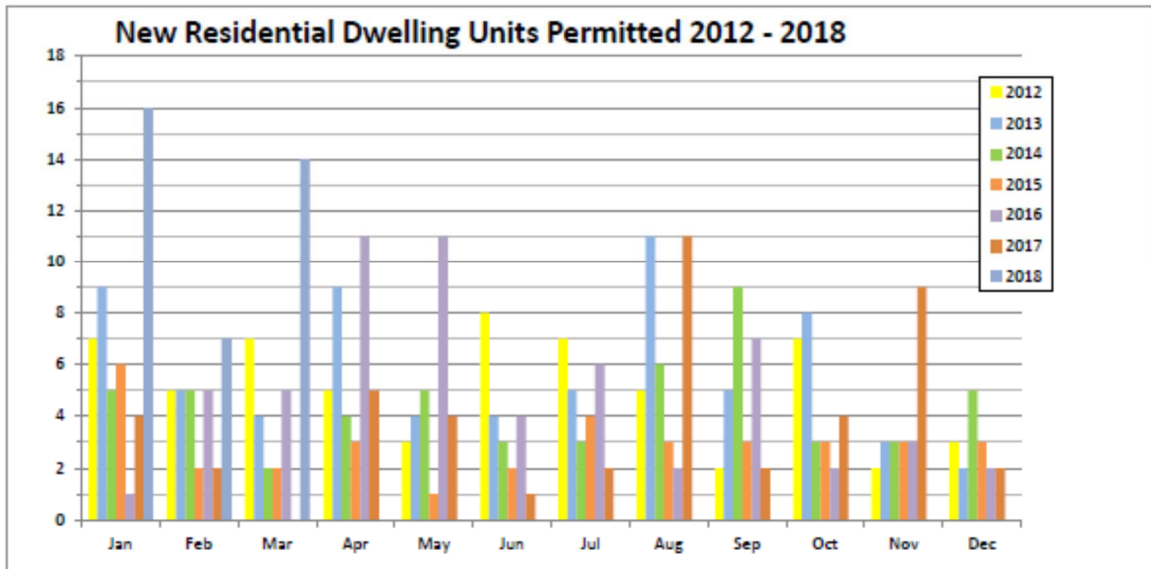
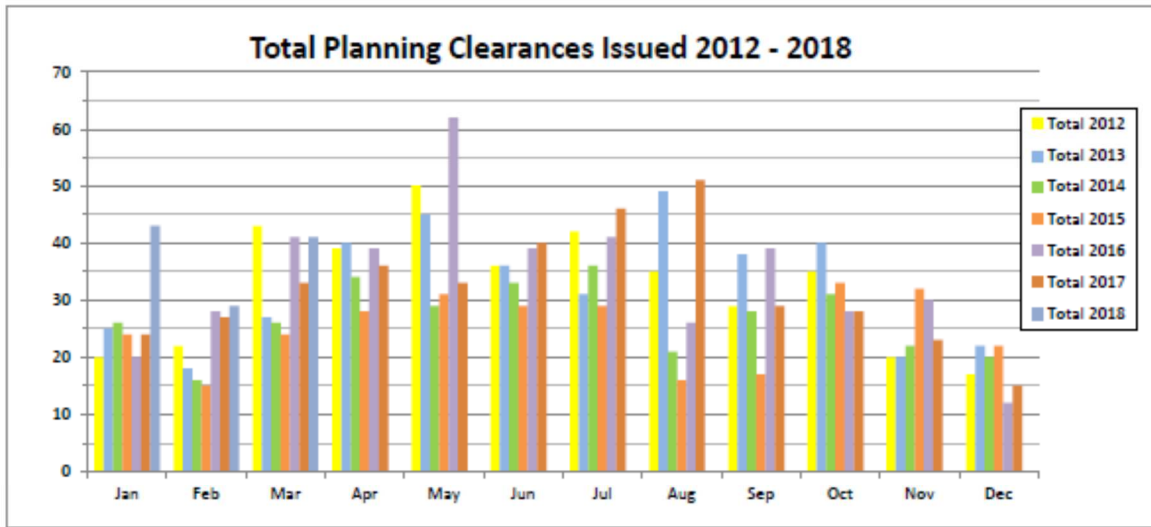
Starting in the late 1970s, the Bellamy Brothers found success in country music as well, charting twenty Number One singles and more than fifty hits overall on the country charts. To date, they have released more than fifty albums, primarily on Curb Records. They have also enjoyed success in Continental Europe, with a compilation album topping the Norwegian charts in 2011 and with over two dozen hit songs that were released outside the US market. In 2013, their album *Bellamy Brothers & Friends: Across the Sea* landed at No. 5 in the Swiss Music Chart and took the top spot in album sales for weeks in Switzerland.

Bring your family and friends and join us for an evening under the stars with fantastic music, spectacular views of the Colorado National Monument and great food.

Ticket distribution starts on **Saturday, April 7th** at all area City Market stores. You may also go to [TicketsWest](#) to order tickets online.

MONTHLY DEVELOPMENT REPORT 2018

RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED															
	Total 2012	RES 2012	Total 2013	RES 2013	Total 2014	RES 2014	Total 2015	RES 2015	Total 2016	RES 2016	Total 2017	RES 2017	Total 2018	RES 2018	RES AVE
Jan	20	7	25	9	26	5	24	6	20	1	24	4	43	16	6.9
Feb	22	5	18	5	18	5	15	2	28	5	27	2	29	7	4.0
Mar	43	7	27	4	26	2	24	2	41	5	33	0	41	14	4.9
Apr	39	5	40	9	34	4	28	3	39	11	36	5			6.2
May	50	3	45	4	29	5	31	1	62	11	33	4			4.7
Jun	36	8	36	4	33	3	29	2	39	4	40	1			3.7
Jul	42	7	31	5	36	3	29	4	41	6	46	2			4.5
Aug	35	5	49	11	21	6	18	3	26	2	51	11			6.3
Sep	29	2	38	5	28	9	17	3	39	7	29	2			4.7
Oct	35	7	40	8	31	3	33	3	28	2	28	4			4.5
Nov	20	2	20	3	22	3	32	3	30	3	23	9			3.8
Dec	17	3	22	2	20	5	22	3	12	2	15	2			2.8
	388	61	391	69	322	53	300	35	405	59	385	46	113	37	51.43



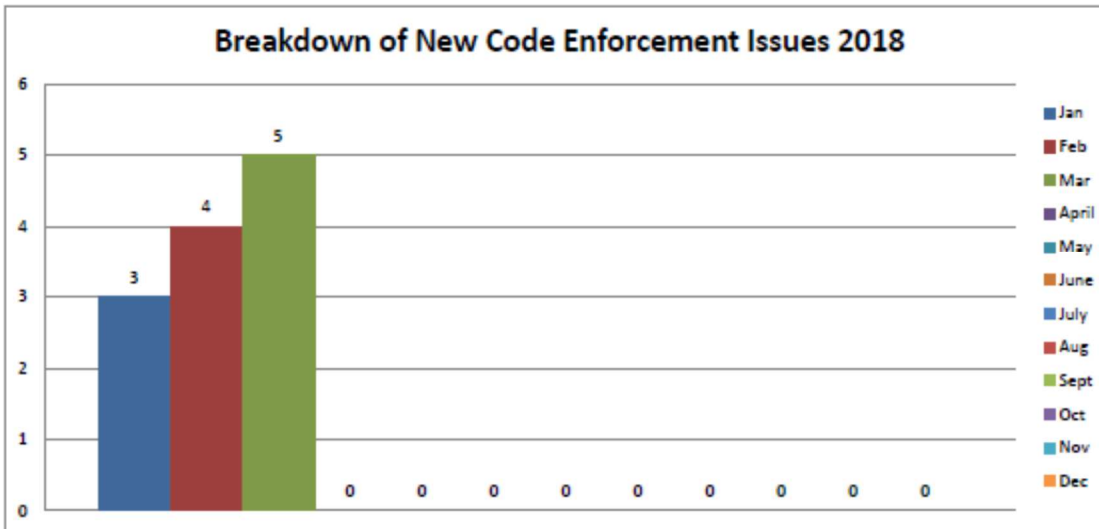
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobile	Porch / Patio	Misc.	Total
Jan	7	0	1	2	9	3	1	0	1	1	1	0	0	17	43
Feb	7	0	1	2	6	3	1	0	0	0	0	0	0	9	29
Mar	9	1	2	1	2	4	2	1	0	3	0	1	0	15	41
April															0
May															0
June															0
July															0
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	23	1	4	5	17	10	4	1	1	4	1	1	6	41	113

Break Down of New Code Enforcement Issues 2018

	Weeds	Trash	Junk Vehicles	Permits	Businesses	Snow	Obstructions	Trailer	Signs	Tires	Trees	Other	Total
Jan	0	0	0	0	0	0	0	1	0	0	0	2	3
Feb	0	0	0	0	0	0	0	0	0	0	0	4	4
Mar	0	0	0	0	0	0	0	0	0	0	0	5	5
April													0
May													0
June													0
July													0
Aug													0
Sept													0
Oct													0
Nov													0
Dec													0
YTD	0	0	0	0	0	0	0	1	0	0	0	11	12

Breakdown of New Code Enforcement Issues 2018



NEW!
Fruita:
Back to Summer Fair

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

CALL
970-858-0360
FOR MORE INFO

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!





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.