



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: MAY 18, 2018  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Workshop**

The agenda includes safety and security training for the City Council by the Fruita Police Department, introducing policy discussions on VRBO's, food trucks, development on the outer edges of the City and kicking off our review of City goals, which will continue to the Workshop on May 29.

### **\$3,000 Stipend from AARP**

Fruita is one of three communities to receive a \$3,000 stipend to support our age-friendly community work, which staff will begin working on to identify best uses of these funds in our efforts.

### **Results of Police Incident Reviews**

Chief Krouse invited all local media to the Police Department Wednesday afternoon to share the results of both the internal and external review of the recent use of force incident by one of our officers. Both reviews concluded the use of force was justified and an accepted tactic. A fact sheet provided to the media is copied below.

Colorado State Patrol concluded the investigation of the recent officer-involved crash while the officer was responding to an emergency call. The officer has been issued a careless driving ticket and the officer has received appropriate discipline as a result. The press release provided to the media today is copied below. Chief Krouse is the contact for media regarding both incidents.

### **Latest edition of the Colorado Business Review**

Check out the latest Colorado Business Review publication that has a number of interesting articles related to outdoor recreation as an industry, measuring economic impact and why rural Colorado, including Fruita and the Grand Valley are the perfect place to grow a business:

[https://www.colorado.edu/business/sites/default/files/attached-files/cbr\\_2018\\_issue\\_2.pdf](https://www.colorado.edu/business/sites/default/files/attached-files/cbr_2018_issue_2.pdf)

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

## **CML 2018 State Legislative Wrap-up**

<https://cml.informz.net/informzdataservice/onlineversion/ind/bWFpbGluZ2luc3RhbmNlaWQ9NzYyNDYyMCZzdWJzY3JpYmVyaWQ9MTA2MTMwNTcwMQ==>

**Please see the Stage 1 Fire Restrictions that began May 4<sup>th</sup> with the News Release below (cont.)**

### **TID BITS:**

- Planning and Engineering have submitted a Request for Qualifications (RFQ) to provide an opportunity for interested developers to demonstrate their capability to develop a project located at the Lagoon property.
- Current pending development projects in the review process include:
  - Site Design**
    - Dolan Storage Units Site Design
    - Wicked Wrench CUP
    - FHE Site Design
  - Subdivisions**
    - Griffin Minor Subdivision
    - Iron wheel
  - Administrative**
    - Soren Estates Final Plat
    - Peach VRBO
- Staff met with organizers of the Fat Tire Festival to de-brief the new event arrangement, share feedback we have received and explore options for next year.
- Starbucks is scheduled to open Monday. A dental office and Jimmy Johns will then be joining in that building in the future.
- HR is working with CMU on soliciting candidates for our continued search for an Accountant.
- Pinewood Estates is beginning construction.
- The Highway 6 sewer interceptor project is out to bid, with bids due June 20.
- Phase II Kokopelli Trail wall construction continues near Reed Wash. The wall should be completed in the next week or two. Road base is being placed on the west side of Reed Wash so it won't be too long before concrete is being placed.



- All supervisors met this week for our quarterly update, discussion and leadership training.
- The Employee Relations Committee has rolled out the new “Geared Up” award, a recognition program for employees demonstrating the core values nominated by fellow employees.
- Our Finance Director attended a training on Priority Based Budgeting in Montrose last week to see if we can resurrect the tool set with the Center for Priority Based Budgeting to utilize in our current PBB system.
- We received proposals for gas service this week and staff is currently reviewing.

- The Encanto Irrigation line was damaged by a resident on Friday night and flooded a number of properties adjacent to Encanto Court. Portions of the irrigation line were shut down over the weekend until crews could repair it on Monday.
- Public Works started applying chips & oil to city streets this week. Traffic impacts should be minimal, but we are encouraging vehicles to slow down in areas of loose chips during this maintenance process.
- In cooperation with Mesa County, Public Works crews started the chip seal project this week and were able to get chips on the streets planned in the industrial park. However, a key piece of equipment (the County's chip spreader) is down and the chip seal program will be on hold until this piece of equipment is repaired. Repairs are expected to take about a week.
- Public Works staff assisted CIRSA in completing updated valuations for all City facilities this week.
- We received estimates back from Hydro Construction on the capital construction projects at the Wastewater Reclamation Facility. Costs appear to be within budget and staff is completing a review of the documents.
- Councilman Dave Karisny and Public Works Director Ken Haley attended an event with the State Transportation Commission on Tuesday to share Fruita's transportation needs.
- Councilor Karisny and I attended the Colorado Municipal League's Spring Outreach to learn about the results of the 2018 legislative session.
- Over 2,500 fifth grade students attended the Western Colorado Water Festival on Monday and Tuesday. The City of Fruita hosted a station again this year with Public Works staff sharing information on the types of equipment used to maintain the wastewater system, which always concludes with spraying each group of kids with water. Both staff and the students looked like they had fun.







- The Arts and Culture Board is looking into another partnership to do additional murals along the Little Salt Wash Trail on the underpasses.
- Girls on the Run was a success and huge crowd in Fruita last Saturday morning.
- School swim days at the Community Center in the indoor and outdoor pools have been busy and the FCC is ready for a busy summer.

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

- Amanda Ewing sworn in as new Fruita city council member: <http://www.nbc11news.com/content/news/482746181.html>
- Fireworks ban extends to Fruita: <http://www.nbc11news.com/content/news/482745731.html> and <http://95rockfm.com/grand-junction-now-fruita-band-fireworks-sales/>
- Housing market grows hotter: [https://www.gjsentinel.com/news/business/housing-market-grows-hotter/article\\_6e36bc26-566f-11e8-b906-10604b9f6eda.html](https://www.gjsentinel.com/news/business/housing-market-grows-hotter/article_6e36bc26-566f-11e8-b906-10604b9f6eda.html)
- District distributes \$225,000 in grants: <http://thebusinesstimes.com/district-distributes-225000-in-grants/>
- State Patrol: Fruita officer cited in two-vehicle crash; [https://www.gjsentinel.com/breaking/state-patrol-fruita-officer-cited-in-two-vehicle-crash/article\\_db7b8afe-5acb-11e8-bed8-57372e5ada0a.html](https://www.gjsentinel.com/breaking/state-patrol-fruita-officer-cited-in-two-vehicle-crash/article_db7b8afe-5acb-11e8-bed8-57372e5ada0a.html)
- Report: Gut-punch necessary to subdue suspect: [https://www.gjsentinel.com/news/western\\_colorado/report-gut-punch-necessary-to-subdue-suspect/article\\_bfded34c-5994-11e8-98d1-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/report-gut-punch-necessary-to-subdue-suspect/article_bfded34c-5994-11e8-98d1-10604b9f7e7c.html)
- Fruita officers cleared in use of force investigation: <http://www.kjct8.com/content/news/Fruita-officers-cleared-in-use-of-force-investigation-482870731.html>
- FPD Chief responds to cop conduct criticism: <http://www.westernslopenow.com/news/local-news/fpd-chief-responds-to-cop-conduct-criticism/1183859078>
- Local agencies practice emergency plans: <http://www.nbc11news.com/content/news/482980421.html>
- Crowned Chloe's from Colorado complete in Miss USA pageants: <http://www.kjct8.com/content/news/Chloes-from-Colorado-compete--482970031.html>
- Fruita's Hot Tomato Café wins outdoor entrepreneurship award: <http://www.bicycleretailer.com/industry-news/2018/05/14/fruitas-hot-tomato-wins-outdoor-entrepreneurship-award#.Wvrfuj-ouUk>
- Biz Buzz—Hot Tomato: [https://www.gjsentinel.com/news/business/biz-buzz-for-may/article\\_6a120830-566f-11e8-a649-10604b9f6eda.html](https://www.gjsentinel.com/news/business/biz-buzz-for-may/article_6a120830-566f-11e8-a649-10604b9f6eda.html)
- Steamy competition: [https://www.montrosepress.com/news/steamy-competition/article\\_dd6b44e6-55ab-11e8-9d19-4314871b613f.html](https://www.montrosepress.com/news/steamy-competition/article_dd6b44e6-55ab-11e8-9d19-4314871b613f.html)
- Veterans affairs seeks partnership with other providers of health care: [https://www.gjsentinel.com/lifestyle/health\\_and\\_wellness/veterans-affairs-seeks-partnership-with-other-providers-of-health-care/article\\_39bc20c2-57fe-11e8-88e8-10604b9f7e7c.html](https://www.gjsentinel.com/lifestyle/health_and_wellness/veterans-affairs-seeks-partnership-with-other-providers-of-health-care/article_39bc20c2-57fe-11e8-88e8-10604b9f7e7c.html)
- School District 51 kicks off weeklong graduations with Central H.S.: <http://www.kjct8.com/content/news/School-District-51-kicks-off-weeklong-graduations-with-Central-HS--482591911.html>
- High School graduation season is here: <http://www.westernslopenow.com/news/local-news/high-school-graduation-season-is-here/1178567239>

**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, May 18** is the Bike-in Movie American Flyers at 7 pm at the Community Center.
- **May 19** is A Fruita History Fair from 8 am – 2 pm at Cavalcade (201 E. Aspen Ave.) presented by the Fruita Historic Preservation Board (poster below).
- **May 19** is Colorado Public Lands Day and Mayor Kincaid will be speaking on stage at 4:15 in downtown GJ prior to the Public Lands Day Happy Hour (RSVP required) at Rockslide Brewery on Main Street in GJ from 5-6:30 pm.
- **May 23** is the Fruita Chamber annual membership appreciation picnic on the Chamber front lawn from 11:30 am – 1:00 pm.
- **May 24** is the first Riverfront Concert at the State Park with Chris Hillman & Herb Pederson at 7:30 pm (gates open at 5:30 pm).
- **May 30** is the Chamber's Business Toolbox on marketing strategies with Christian Herrera at Strayhorn Grill from 12-1 pm.
- **June 1-2** is the annual Mike the Headless Chicken Festival.
- **June 1** at 9 am is the Imondi Wake Zone Ribbon Cutting at 1583 Cipolla Road in Fruita.
- **June 5** from 7:30 am – 9:30 am at Lower Valley Fire District is the Fruita Chamber's annual State of the Community with speakers representing local through federal offices of government. Mayor Kincaid will be speaking for Fruita.
- **June 7** kicks off the Thursday Night Concert Series **each Thursday through Sept. 15** at 7:30 pm in Civic Center Park.
- **June 14** is the annual Bike Rodeo from 5:30 – 7:30 pm at the Civic Center and on Elm prior to the Thursday Night Concert.
- **June 14** is the second Riverfront Concert featuring John McEuen's String Wizards. Gate opens at 5:30, show begins at 7:30 pm.
- **June 15** is the first Food Truck Friday in downtown Fruita from 5:30 – 8:30 pm in Civic Center Park.
- **June 14-17** is Country Jam.
- **June 21** will be the Chamber Business After Hours in our FWorks Coworking space at the Civic Center from 5:30 – 7:30 pm.
- **June 23** kicks off the **weekly** Farmer's Market in Civic Center Park **through Sept. 15 every Saturday** from 8:30 am – 12:30 pm.
- **June 28** is the Thursday Night Concert that City Council will serve ice cream at 7:30 pm.
- **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> and upcoming are copied below.

Colorado Riverfront Concert Series	5-24, 6-14,8-9/18	look for Ticket pick up times and days	James M Robb State Park	Fruita hosts with State Park the Annual Colorado Riverfront Concert Series
Mike the Headless Chicken Festival	6-1 and 6-2/18	Open Venue	Fruita Downtown	Celebrate LIFE through the story of Mike. Enjoy dancing, music, food, fun, 5k Run and Poultry Show.
Food Truck Fridays	6-15, 7-6, 8-10, 9-7, 9-28	5:30 pm to 8:30 pm	Civic Center Park	Valley wide food trucks show up in Fruita. Enjoy the Friday in the open air.
Farmers Market	6-23 to 9-15/18	Saturdays 8:30-12:30	Downtown Fruita	Buy local products and connect with friends.
Thursday Night Concert Series	6-7 to 9-15/18	7:30pm	Civic Center Park	Enjoy a FREE concert every Thursday night.
Bike Rodeo	6/14/18	5:30pm to 7:30pm	Civic Center - Elm	Preschool - 5th grade, will include: an obstacle course, bike and helmet inspections, bike registration cards
Country Jam	6-14 to 6-17/18	Open Venue	Country Jam Ranch	Country Music Entertainment Line-Up TBA
Fruita City Council Ice Cream Social	6/28/18	7:30pm	Civic Center Lawn	FREE cup of ice cream and meet your local City Council during the Free Thursday Night Concert.
Fireworks Display	7/3/18	Dusk	City of Fruita	Find a viewing spot in town and enjoy the show.
Kokopelli 140	9/7/18	Open Venue	wraps up back in Fruita	Ultra marathon and mountain bike race to Moab, Utah. Participants bussed back to Fruita.
Fruita Fall Festival	9/21/18	Open Venue	Downtown Fruita	Parade, carnival, crafts, food, music and other attractions.
Tour of the Moon	9/29/18	8am-5pm	Civic Center Pavilion	Bike Tour Fruita aide station.
Truck N Treat	10/27/18	10am-Noon	Civic Center Park	Wear your costume and explore unique vehicles!
Trick or Treat Street	10/31/18	3pm-5pm	Downtown Fruita	Visit the Fruita downtown businesses to collect candy!
Rimrock Marathon	11/3/18	8:00 AM	Colorado National Monument	Continuing a yearly tradition occurring inside the CNM, this venue provides epic views and a world class running course.
Holiday Arts and Crafts Fair	12/8/18	10am-3pm	Fruita Community Center	Enjoy shopping over 50 vendors at this FREE show!
Hometown Christmas and Parade of Lights	12/8/18	Parade at Dusk	Downtown Fruita	Holiday cheer and beautiful lights and shopping.
Cookies-n-Clause	12/19/18	6pm	Fruita Community Center	Wear your PJ's and enjoy a short film, story and photos with Santa!

CC. Department Directors





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## NEWS RELEASE

### Stage 1 Fire Restrictions begin May 4<sup>th</sup>, 2018

MESA COUNTY, Colo - The Mesa County Sheriff, and the Fire Chiefs representing municipalities and fire protection districts of Mesas County are enacting Stage I Fire Restrictions effective at **12:01 a.m. Friday, May 4<sup>th</sup>, 2018**. This applies to all of Mesa County with the EXCEPTION of federal land managed by the Bureau of Land Management, the U.S. Forest Service and National Park Service.

In 2012 and 2013 Colorado saw most destructive wildfires in the state's history. The [severe to extreme drought conditions](#) Mesa County is currently experiencing are worse than the drought conditions during 2012. [The National Interagency Fire Center](#) is predicting the significant wildland fire potential for the region to be above average for the first time since 2012.

"We are going into fire restrictions very early this year due to the extreme fire danger and ongoing drought conditions. I understand the impact this will have on many people's recreation plans for the coming months and we do not make this decision without careful consideration. The conditions we are experiencing are the most dangerous fire conditions we have had in recent memory and the potential for serious wildfire is staggering," said Mesa County Sheriff Matt Lewis. "We want to ensure everyone has ample opportunity to understand these fire restrictions and adjust their plans accordingly. It is also important to clearly communicate fireworks will not be allowed under these restrictions to our residents and vendors. The danger is too great this year and there is no reason we should delay the decision to implement fire restrictions or give false expectations as people begin to plan activities."

Already the community has experienced two destructive urban interface fires with the 12 acre Rosevale Fire and the 220 acre Skipper Island Fire. Both fires spread rapidly with dry brush and strong winds fueling the fires. Thousands experienced power outages and some people lost their home. These fire conditions are just going to get worse throughout the summer.

"Something about the seriousness of the situation and how quickly fire spreads...," said Grand Junction Fire Chief Ken Watkins. "We need everyone to do their part, it's going to be a long fire season."

While federally managed lands are not currently enacting restrictions, severe drought conditions exist. The Upper Colorado River Interagency Fire Management Unit asks the public to be extra cautious when recreating and target shooting in dry areas. Conditions are being monitored and fire restrictions are expected to be implemented as the drought persists.

(cont.)



**Mesa County Fire Chiefs Association**



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## What Stage I Fire Restrictions Mean

Fireworks are not allowed under Stage I Fire Restrictions. Professional fireworks shows may be allowed through the permitting process.

Campfires are **ONLY** allowed in designated fire pits or fire rings.

Smoking in open areas is not allowed **EXCEPT** within an enclosed vehicle or building, a developed recreation site, or while stopped in an area of at least six feet diameter that is barren or cleared of all combustible material.

While the restrictions do not impact most shooting sports, explosive targets are prohibited.

Stage I Fire Restrictions will end open burn season for Mesa County. The open burning of yard waste or fields is prohibited **EXCEPT** for agricultural burns with a **Sheriff Issued Burn Permit**. The Sheriff's Fire Marshal will conduct an onsite inspection of each planned burn **BEFORE** a Permit is issued to ensure all safety precautions are met. If they are not met, and conditions do not allow for a safe burn a permit will **NOT** be issued and any agricultural burn will be in violation of the fire restrictions in place.

Causing or allowing a fire during fire restrictions can be a class 6 felony and can be punishable by fines up to \$100,000 and/or imprisonment up to 18 months. Other possible charges include fourth degree arson and intentionally setting a wildfire. You may also be held financially responsible for damage caused.

The use of fireworks, flares, or other incendiary devices, including exploding targets, are always **prohibited** on federal lands.

Wood fires are never permitted anywhere on the Colorado National Monument.



**FRUITA**  
COLORADO

**POLICE DEPARTMENT**

157 S Mesa St, Fruita, CO 81521  
Phone (970) 858-3008 / Fax (970) 858-3665

**SUMMARY**

- On May 3<sup>rd</sup> at about 10:06 in the morning, Fruita Police Officer Clem Rodriguez and Corporal Garrett Henderson were dispatched to a report of an intoxicated male yelling and walking near the intersection of S. Pine Street and Aquarius Avenue.
- Officers determined the male needed to be taken into protective custody because he was a clear danger to himself and others due to his level of intoxication.
- This determination was made based on a number of factors to include: the individual's very high level of intoxication, his being on the edge of a busy roadway (Pine Street) and having been observed stumbling into the roadway, his admission to having already challenged at least one passerby to a "fight," and telling the officers he was looking to fight someone.
- When the officers attempted to detain and handcuff the male, he tensed up and raised both of his arms to his chest resisting the officers' attempts to place him into handcuffs. This amounts to "Active Resistance" per Fruita PD policy.
- Corporal Henderson countered this active resistance with delivery of a single fist strike to the males right solar plexus area. This is a trained and approved weaponless control/distraction tactic.
- The strike did not injure the individual and had the desired effect in distracting him so the officers were able to place him in handcuffs.
- Shortly after the encounter, Corporal Henderson reported the use of force to a supervisor, and the review process began, as is protocol in use of force situations.
- A Fruita Police Department supervisor concluded the agency's use of force review and found the application of force was consistent with policy and training, and the officers acted appropriately.
- GJPD's review found the application of tactics to overcome resistance was consistent with Fruita PD policy and training and the officers acted appropriately.
- Chief Krouse provided the final review of the investigation and concurs with the finding that the officers acted reasonably, appropriately, and in accordance with department policy and training.

###



**FRUITA**  
COLORADO

**POLICE DEPARTMENT**

157 S Mesa St, Fruita, CO 81521  
Phone (970) 858-3008 / Fax (970) 858-3665

**NEWS RELEASE**  
**Officer Involved Traffic Accident April 29, 2018**

Friday, May 18, 2018

The Colorado State Patrol completed its investigation into the traffic collision that occurred on April 29, 2018, involving a Fruita Police Officer. As a result of that investigation, the involved officer was issued a citation for "Careless Driving."

Subsequent to the conclusion of the State Patrol's investigation, the Fruita Police Department initiated an administrative review. During that review it was determined the officer violated Fruita Police Department policy, and he received appropriate disciplinary action.

We wish to ensure the public the Fruita Police Department takes its responsibility in safeguarding our roadways very seriously. This is an unusual occurrence and we hope to have taken necessary steps to prevent a similar incident in the future.

###





## 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 5/15 6PM-9PM  
Friday 5/25 1PM-4PM  
Friday 6/8 1PM-4PM  
Friday 6/22 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**

<b>Market Research</b>	
Learn to use market research tools to generate more business	5/3/18 6/7/18
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	4/26/18 5/31/18
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	5/17/18 6/28/18
<b>Licensing</b>	
License your business online	5/24/18 6/14/18
<b>Cash Flows</b>	
Learn how to do a cash flow budget using Excel	5/10/18 6/21/18



## Immersive Learning: Controlling Stuff

Get more than just an introduction to the exciting world of controlling stuff using low-cost microcontrollers! This hands on series of three consecutive sessions gets you going with your own

Arduino microcontroller and parts kit, which are yours to keep. Wayne Wall, experienced computer engineer and instructor will guide you in understanding how to construct your own circuits and how to program them to your specific needs. This class is for beginners who may have no prior knowledge of electronics or programming.

Class starts May 5<sup>th</sup>

Sign up and prepay for the course at [www.gimakerspace.org/events](http://www.gimakerspace.org/events). Enrollment ends April 30, so parts kits can be ordered and received.

Cost: \$99 (includes 3 class sessions with kit)



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. 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.

June 15<sup>th</sup>  
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

## Writing and Publishing THE BASICS

June 26<sup>th</sup>  
1PM-2:30PM

If you've always wanted to write a book and think it's just about words on a page, this workshop is for you. We'll touch on the basics of writing a manuscript, submitting, agents, publishers, formatting, self-publishing, and marketing.

Published author Terri Benson is the Education Chair for Rocky Mountain Fiction Writers, and has more than 100 published articles, many award winning, to her credit.

Cost: \$35

July 12<sup>th</sup>  
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



# MOVIE SCREENING



## BIKE-IN MOVIE: AMERICAN FLYERS

Watch the classic cycling movie "American Flyers" (rated PG-13) with your friends and neighbors as part of Bike Month! This event is co-sponsored by the City of Fruita. Be sure to ride your bike!

7 p.m., Friday, May 18  
Fruita Community Center, 342 N. Coulson St.



**Mesa County**  
LIBRARIES



visit [mesacountylibraries.org](http://mesacountylibraries.org)

*The Fruita Historic Preservation Board presents*

# *A Fruita History Fair.*



*Saturday, May 19*

*8:00 a.m. to 2:00 p.m.*

*Cavalcade, 201 E. Aspen Ave.*

*Then & Now Photo Displays  
of Fruita and Colorado National Monument.  
Slide Show, Artifacts, Period Music.*

*Bring Your Photos & Artifacts  
for Identification.*

*[www.facebook.com/HistoricalFruitaPhotos](http://www.facebook.com/HistoricalFruitaPhotos)*





**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.