



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MAY 4, 2018
Re: WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

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

Police Incident Thursday—Statement from the Police Chief

*Fruita Police Department Incident: 18-2698
Thursday, May 3, 2018*

The Fruita Police Department highly values the trust and support of our citizens. Occasionally in law enforcement, officers use force during an arrest or protective custody situation. We had such a situation occur this morning when officers responded to a report of an intoxicated male in a neighborhood yelling at people. This was the fourth call for service in an 11-hour period involving disorderly behavior from this same individual. Upon contacting the male, the officers determined it would be necessary to take him into protective custody for his safety due to his level of intoxication. Initial information indicates the male physically resisted and the officers used force on him to gain control.

The Fruita Police Department does not take use of force lightly, requires continuous training, and thoroughly reviews incidents of use of force. We have policies and procedures in place to conduct reviews when officers use force to determine whether the officers' actions were consistent with training and policy. Such a review began when the officer initially reported the use of force to a supervisor.

We have been made aware that a citizen videoed the incident and sent the video to a local news agency. We are grateful the video exists, as it will assist us in our review.

We take any instance of police use of force very seriously, and we ask for the community's patience as we conduct a thorough review. Videos often show only one part of an incident, and we would ask the community to consider waiting to pass judgement on what occurred during this incident until we are able to provide a more complete picture as to what transpired.

The Fruita Police Department always welcomes comments regarding our service delivery and encourages citizens to bring any concerns to us.

Hot Tomato Wins The Wright Award by Something Independent!

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

Congrats to Hot Tomato, who won The Wright Award last night at the School of Mines in Golden Colorado! The [Wright Award](#) is presented annually to a company “leading at the intersection of lifestyle and commerce.” Well over 100 companies were nominated, 12 were finalists who created and debuted a 90-second video on which judges had previously, individually voted to narrow down to three finalists, then in live voting and Q&A, judges voted to select the winner to receive the award. The Hot Tomato was victorious—kindly highlighting the community of Fruita throughout the process. Powderhorn was also one of the 12 finalists representing #westslopebestslope.



Bike to Work Day

A little cooler and cloudy and a month earlier but a great turnout to Bike to Work Day Wednesday. Big thanks to Tacorado, Bestslope Coffee and Family Health West for providing breakfast and refreshments at Heritage and Civic Center Parks. Big thanks to Cheri and the Recreation staff for lining it all up and organizing the ride from the Civic Center on the Little Salt Wash and Kokopelli paved trails that began at 6:30 am. Here is a photo of one the ride groups, led by Mayor Kincaid and Councilman Karisny, who rode the new trail to the Wastewater Reclamation Facility before heading to the south side to Heritage Park.



Fruita Civics Academy

Our employee-education committee organized and conducted the first Civics Academy Thursday and it was a huge success. So impressed with what they have accomplished! Here is a well-written thank you detailing the efforts by Chris Dehmel:

All,

I wanted to send out more props to you all for helping with the civics academy. You guys really made this a success by deciding to rock on your presentations. Of particular note:

All the folks at PW and Parks and the WWRF – really well done, thank you for making your people and equipment available and for making it a priority. You guys rocked.

Henry H, Dan and Sam for turning a Powerpoint presentation and some land use code snippets into something actually interesting and fun for kids (and for your rapport with the kids – they were engaged and asked good questions and as usual, you kept them entertained).

Nick P for your ideas, energy and enthusiasm and for making the transportation work perfectly (except there are more than one wastewater treatment plants in the valley! My bad though, I assumed that the driver knew where the FRUITA plant was and didn't confirm that.)

Jess R keeping things in line and the energy you've put into working with kids and schools to make this work (as well as being instrumental in the backpack program extensions we've done during the summer and during school breaks).

Genny M for your energy, great ideas and dedication to making this work (and for the editing help) and for being there on your own time.

Jason A for the energy on the committee and being there all day as well as making it a priority for your staff.

Dan C for really making the connection to the school to make this work, your energy and ideas and for making it a priority.

Ture N, Ken H, Mike B and Dave K for the help with food, transportation and schwag and for making it a priority for your people and time, and for your presentations.

*Mike B for your ***perfectly*** timed (☺) and well prepared intro.*

Bob B for grossing us out and showing us some wicked cool tasers, pepper spray and guns and for your rapport with the kids.

LVFD and Frank C for making it fun and cool. You guys were my favorite (sorry everybody else but shooting cones into the street with a high-pressure hose is pretty fun).

The education committee will be holding a debriefing in the near future to discuss how we might change the program if/when we do it again next year. Your suggestions or ideas would be very helpful and appreciated if you'd like to share them. Thank you again, guys – you made it work.

Chris

Fruita Fat Tire Festival

The 23rd Annual Fat Fruita Fat Tire Festival is in full swing today and tomorrow, with demos at 18 Road for the first time this year and night events in downtown, including live music on the street in between Over the Edge and Aspen Street Coffee. Here are some photos at 18 Rd. Businesses participating in the 1% April revenue donation to build single track trails at Mack Ridge will present a large check Saturday night at 7pm.





Grand Valley Bike Swap

Last Saturday, the Grand Valley Bike Swap was a huge success with nearly 800 attendees at Civic Center Park. During the event, REI donated \$10,000 to the upcoming Steve's re-route to be built this fall.



Please see the Stage 1 Fire Restrictions that begin May 4th with the News Release below (cont.)

TID BITS:

- Unfortunately, Corporal Young was involved in a vehicular crash with another vehicle Sunday evening. Both Corporal Young and the other driver sustained minor injuries. Colorado State Patrol is investigating the accident.
- Corporal Young was selected by the Western Colorado Peace Officers Academy students as this session's outstanding instructor. He teaches report writing for the academy.
- Kokopelli Phase I – MVC has go-ahead to install the privacy fencing required by United Co.'s along north side of lake at gravel pit.
- Kokopelli Phase II Trail – Hilfiker wall construction starts this week at Reed Wash area. Walls are anticipated to take about 3 weeks to complete.
- With the successful award of the MCFMLD Grant, staff will pick up and finalize the design of the Cedar Way Infrastructure Improvements with construction beginning in late Summer.
- Highway 6 Interceptor Sewer will be advertised for bidding within the next couple of weeks.

- The raised median at Dinosaur Journey entrance was damaged. As a result, Public Works staff removed the island and will be installing a junction box in the concrete to house some exposed electrical wires.



- Road crews finished hauling chips this week and are ready to start chip seal project with Mesa County starting the week of the 14th.
- During January – April, we have issued 42 residential dwelling unit permits—only 4 shy of the annual total for 2017.
- 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
 - Adobe Falls Final Plat
 - Pinewood Estates Final Plat
-
- Kelli McLean, Planning Technician started work on Monday, April 30, 2018. A great addition to the City of Fruita staff.
 - David Oliver, Code Enforcement Officer, started work on Tuesday, May 1, 2018. Again, another great addition.
 - Hired the last Parks Seasonal Employee, Amanda Downie. She will start on Monday, May 7, 2018.
 - There is a vacancy in the Public Works seasonals.
 - Hiring continues for lifeguards and DinoMites Camp staff. Ramping up for the busy summer season at the FCC.

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

- Bike to work day draws crowd in Fruita: <http://www.kjct8.com/content/news/National-Bike-to-Work-day-draws-crowd-in-Fruita-481528321.html>
- Bike to work day morning events: <http://www.kjct8.com/content/news/Bike-to-Work-Day-morning-events-481470631.html>
- River trail's Kokopelli link draws traffic before it's even done: https://www.gjsentinel.com/news/western_colorado/river-trail-s-kokopelli-link-draws-traffic-before-it-s/article_8aa2c8ba-4c37-11e8-9bbf-10604b9f1ff5.html
- Police-involved accident still under investigation: https://www.gjsentinel.com/news/western_colorado/police-involved-accident-still-under-investigation/article_672c87ca-4d01-11e8-922e-10604b9f1ff5.html
- Fruita police officer gets in car accident on way to another call: <http://www.nbc11news.com/content/news/Fruita-police-officer-gets-in-car-accident-on-way-to-another-call-481207451.html>
- Biz Buzz—Thrive Fruita Yoga: https://www.gjsentinel.com/news/business/biz-buzz-april/article_8990816e-4b70-11e8-bd32-10604b9f1ff5.html
- New tools help scientists find out more about dinosaurs: <http://www.nbc11news.com/content/news/New-tools-help-scientists-find-out-more-about-dinosaurs-481312701.html>
- CNM road opening delayed again: <http://www.westernslopenow.com/news/local-news/cnm-road-opening-delayed-again/1153982614>

- Grand Valley celebrates bike month with Bike to Work Day:
<http://www.kjct8.com/content/news/Grand-Valley-celebrates-bike-month-with-Bike-to-Work-Day-Wednesday-481433931.html>
- Crews work to extinguish fire on highway 6 & 50 near Fruita; <http://kekbfm.com/crews-work-to-extinguish-on-highway-6-50-near-fruita/>
- Dino J RMPBS commercial:
<https://www.youtube.com/watch?v=j8bb5rQEo5E&feature=youtu.be>
- Skipper Island closed indefinitely due to fire: <http://www.westernslopenow.com/news/local-news/skipper-island-closed-indefinitely-due-to-fire/1159699550>
- Fruita defeats GJ on senior night: <http://www.nbc11news.com/video?vid=481713501>
- Fruita fat tire festival always a fun time: <http://kool1079.com/fruita-fat-tire-festival-always-a-fun-time/>
- Exclusive: video appears to show Fruita Police officer punching suspect:
<http://www.nbc11news.com/content/news/EXCLUSIVE-Video-appears-to-show-office-punch-suspect-481704231.html>
- Fireworks sales banned in city: https://www.gjsentinel.com/news/western_colorado/fireworks-sales-banned-in-city/article_8b3c0804-4e8f-11e8-9ac2-10604b9f7e7c.html
- Brooms up! Inside Fruita Middle's Quidditch Club:
<http://www.westernslopenow.com/news/brooms-up-inside-fruita-middles-quidditch-club-1/1156652435>
-

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.):*

- **Today & tomorrow, May 4-5** is the 23rd annual Fruita Fat Tire Festival (18 Rd and downtown Fruita) and also the 18 Hours of Fruita event (Highline State Park).
- **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 15** is the CML Spring Outreach meeting in Palisade from 3-4:30 pm.
- **May 17** is the Business Incubator Center's Business Showcase 2018 from 4-7 pm at the BIC (2591 Legacy Way GJ). Poster with more info below.
- **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.
- **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



Megan Terlecky
Public Information Officer
Mesa County Sheriff's Office
(970) 986-0950 Cell
Megan.Terlecky@mesacounty.us

Shannon Borders
Public Affairs Specialist
Bureau of Land Management
970-462-1009 Cell
sborders@blm.gov

Grand Junction Fire Dept.
Public Information Coordinator
(970) 697-8587 Cell
GJFirePIO@gjcity.org

NEWS RELEASE

Stage 1 Fire Restrictions begin May 4th, 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 4th, 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



Megan Terlecky
Public Information Officer
Mesa County Sheriff's Office
(970) 986-0950 Cell
Megan.Terlecky@mesacounty.us

Shannon Borders
Public Affairs Specialist
Bureau of Land Management
970-462-1009 Cell
sborders@blm.gov

Grand Junction Fire Dept.
Public Information Coordinator
(970) 697-8587 Cell
GJFirePIO@gjcity.org

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.

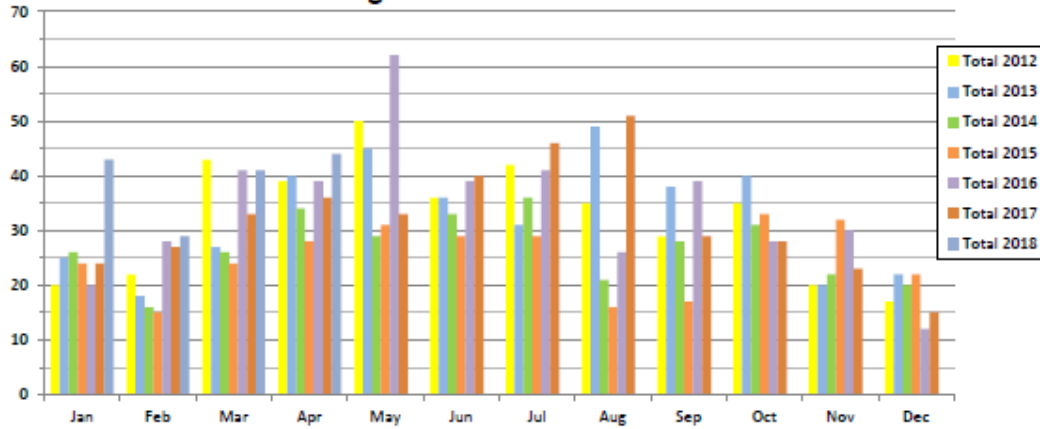
Wood fires are never permitted anywhere on the Colorado National Monument.

MONTHLY DEVELOPMENT REPORT 2018

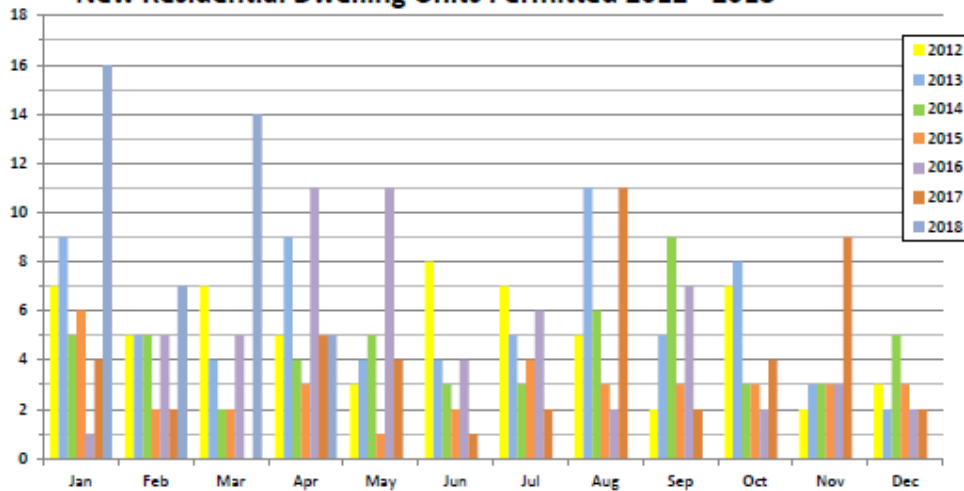
RESIDENTIAL D/U's PERMITTED AND TOTAL PERMITS ISSUED

	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	16	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	44	5	6.0
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	16	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	157	42	52.14

Total Planning Clearances Issued 2012 - 2018



New Residential Dwelling Units Permitted 2012 - 2018



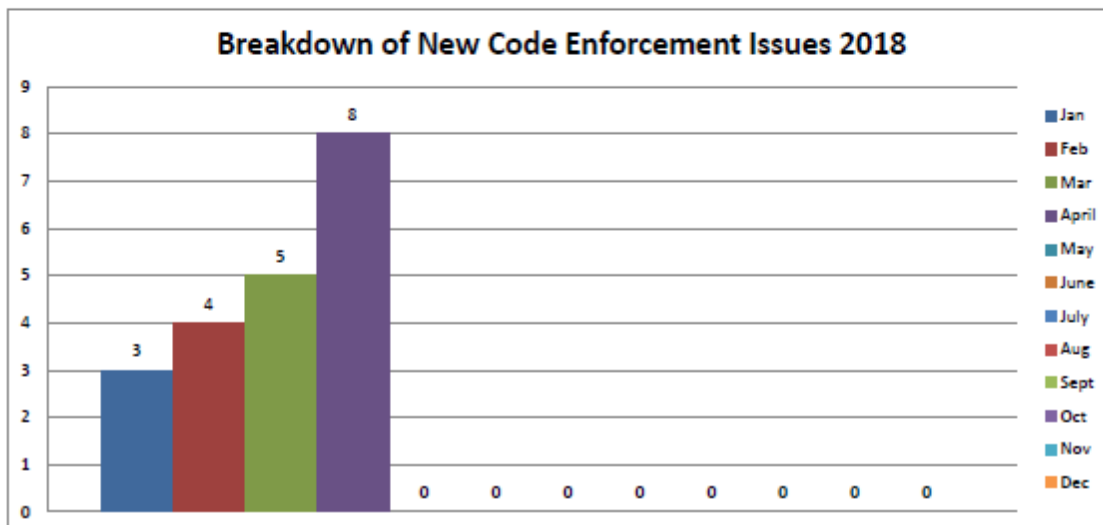
Break Down of other Development Permits Issued 2018

	Fence	Com	Remodel	Remodel	Upgrade	Roof	Garage/Carport	Addtn	Sign	Shed	Demo	Mobility	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	7	0	1	0	4	5	1	2	3	6	0	1	1	13	44
May															0
June															0
July															0
Aug															0
Sept															0
Oct															0
Nov															0
Dec															0
YTD	30	1	5	5	21	15	5	3	4	10	1	2	6	54	157

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	0	0	0	0	0	0	0	0	0	0	8	8
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	19	20

Breakdown of New Code Enforcement Issues 2018





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

Market Research Learn to use market research tools to generate more business	5/3/18 6/7/18
Business Planning Write a plan to help ensure the success of your business	4/26/18 5/31/18
Internet Strategies Learn how to be accessible through the internet	5/17/18 6/28/18
Licensing License your business online	5/24/18 6/14/18
Cash Flows 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 5th

Sign up and prepay for the course at www.gjmakerspace.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

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location
325 East Aspen Street
Fruita, Colorado



GRAND JUNCTION Small Business Development Center
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 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

Writing and Publishing THE BASICS

June 26th
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 12th
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



BUSINESS
INCUBATOR CENTER

Expert Help • Targeted Resources • Tangible Results

www.gjincubator.org



Alpine Bank presents the

Member FDIC

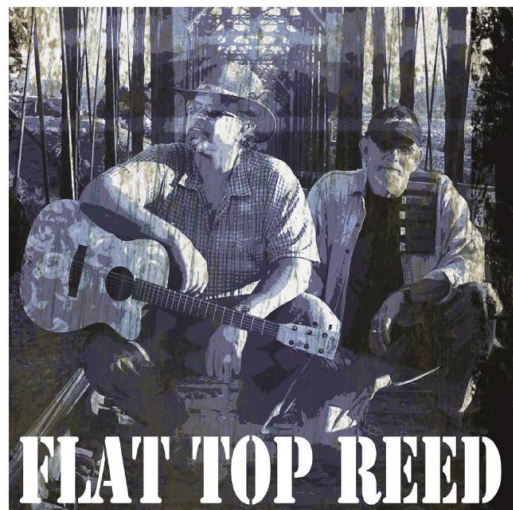
Business Showcase 2018

at The Business Incubator Center

**Join us for a day of fun!
BIC tenants and
alumni, booths, food,
music, Beer Garden,
GJmakerspace tours,
and more!**

May 17th, 2018

4PM-7PM



No Cost to Attend!

2591 Legacy Way Grand Junction CO 81503

Contact: 970-243-5242

tbenson@gjincubator.org



Alpine Bank

Member FDIC

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



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.