



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 15, 2018
Re: WEEKLY INFORMATION UPDATE

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970-858-8377

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970-858-8373

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970-858-9558

Recreation Dept.
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Next City Council Meeting on a Monday, Not Tuesday: Monday, Jun 18 is a regular City Council meeting at 7 pm in the Civic Center that would normally be on Tuesday, but the Tuesday, June 19 was cancelled at the beginning of the year and rescheduled for Monday, June 18 to accommodate those attending the annual CML Conference. Chief Krouse and Mesa County Emergency Manager Andy Martsolf will present to Council on general emergency management procedures. We will also have on the agenda the first reading for rezoning the proposed Iron Wheel subdivision property and hear from our Auditors.

2018 Fruita July 3rd Fireworks Cancelled & New Event Created

After much discussion with staff and the Lower Valley Fire Department, it was determined that the July 3rd Fireworks show will be canceled due to extreme fire conditions. Many factors went into making this tough decision early, including the low moisture content in the ground and plant fuels, the ability to store the fireworks until next year without cost, and staff's ability to plan another event on July 3rd to celebrate our Nation's Birthday. Staff is looking into event alternatives (E.g. live music, food and games) and information will be provided early next week. A Press Release will be sent out to the local media sharing this same information.

CML 2018 Laws Enacted Affecting Local Governments Publication

The *2018 Laws Enacted Affecting Municipal Governments* publication has been posted online and is available to anyone to download for free by clicking this link: <http://www.cml.org/laws-18>. This year, CML tracked 263 of the 729 bills and resolutions introduced. Of the 43 bills that CML supported, over 72 percent passed. Of the 29 bills that CML opposed, 100 percent were defeated or were amended such that the League dropped its opposition.

As always, the "Laws Enacted" publication focuses on selected acts that have a particular significance for municipal operations, services, and powers — it is not a comprehensive listing of all new legislation enacted into law affecting municipal government. Those attending the "2018 Legislative Update" session at the CML Annual Conference will hear about some of these bills directly from CML's advocacy team. You can download the list of bills that will be covered here -

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

<http://www.cml.org/cle-wed-1-laws> - and any other posted materials for the conference here - <http://www.cml.org/annual-conference>.

Again, *2018 Colorado Laws Enacted Affecting Municipalities* is available to all for free — along with several past years' editions — online at www.cml.org, under Resources > Publications. For information or assistance on any legislative questions, please feel free to drop me a line.

TID BITS

- I enjoyed hosting and speaking to the Young Professionals Network of the Grand Valley Wednesday and sharing the Fruita story and participated in the Regional Economic Diversification Summit in Montrose today.
- Due to the large audiences going to the state park for the Riverfront Concert series, CDOT requested that the organizer find a way to eliminate the parking occurring on the side of Highway 340 in certain sections near the park entrance. Public Works and Police identified a way to cone and sign off those sections for the remaining two concerts to solve the issue.
- We began discussions with the Greater GJ Sports Commission this week regarding the progress of the Rim Rock Marathon and Mayor Kincaid and I will meet with them and the Colorado National Monument on the 25th.
- We will also be meeting with Family Health West on the 25th regarding future plans they have.
- We are working with Waste Management to evaluate better options for the Civic Center dumpsters and recycle bins.
- Last night was a big turnout for the two concerts—at the Civic Center and the State Park. The Civic Center concert followed the annual Bike Rodeo.
- The Request for Qualifications (RFQ) to provide an opportunity for interested developers to demonstrate their capability to develop a project located at the Lagoon property is due Friday 7/6/18.
- Sunset Point PUD Preliminary Plan was submitted on 6/1/2018 and is currently under review.
- Pinewood Estates subdivision is under construction.
- Adobe Falls subdivision will be starting construction in the coming weeks.
- Soren Estates subdivision' pre-construction meeting was held this week and they will be starting construction in the upcoming weeks.
- FHE' s new building is currently under construction.
- Munchies paid their planning clearance and will be starting construction.
- Staff issued 4 new residential planning clearances this week.
- Current pending development projects in the review process include:
 - Site Design
 - Dolan Storage Units Site Design
 - Peach VRBO CUP
 - Verizon Cell Tower FCC CUP
 - Subdivisions
 - Griffin Minor Subdivision
 - Iron wheel Major Subdivision
 - Sunset Point PUD Preliminary Plan

- Concrete on Phase II of the Kokopelli Trail starts this week. Bridge piles for the Reed Wash crossing are complete.
- Advertisement for the improvements to the Rim Rock Trail begins this Sunday with a bid opening on June 29.
- Engineering Intern Jim Hallgren started this week. He is a Civil Engineering student at Colorado School of Mines.
- Advertisement for the Cedar Way Infrastructure project will go out in early July with an anticipated bid opening in late July.
- Chis Dehmel tested a way we may be able to efficiently identify infrastructure deficiencies while in the field at their locations posting issues from a smart device to GIS maps.
- The 5-2-1 Drainage Authority is trying to schedule a board meeting for mid-July, which will most likely focus mainly on discussions about how to proceed with a valley-wide drainage solution now that a ruling has been made regarding the GVDD fees.
- The new Dam Safety Engineer responsible for the Fruita Reservoirs is scheduled to complete her annual inspection of the dam at Reservoir #2 next week.
- Crews have made considerable progress on the chip seal project this week with chips now on Pine Street and various residential streets. All chips should be down by end of June and we will work with the County to do fog coat and final striping prior to start of school in August.
- Staff is interviewing and reviewing consultants who submitted for the sewer rate study to make a selection as soon as possible.
- The Fruita Youth Initiative is hosting a community cookout on June 26th. (Flyer below)

FRUITA IN THE NEWS

- Fruita teens go through Junior Police Academy: <http://www.kjct8.com/content/news/Teens-taken-through-Fruita-police-departments-junior-citizen-academy-485472511.html>
- Horned dinos headline summer blockbuster in Fruita: https://www.gjsentinel.com/news/western_colorado/horned-dinos-headline-summer-blockbuster-in-fruita/article_4d2c635e-6d3b-11e8-8359-10604b9f6eda.html
- Colorado National Monument seeks graffiti suspects: <http://www.westernslopenow.com/news/local-news/colorado-national-monument-seeks-graffiti-suspects/1230042556>
- Reward offered for Monument vandalism: <http://www.westernslopenow.com/news/local-news/reward-offered-for-monument-vandalism/1238778725>
- Getting to and from Country Jam means big bucks for some: <http://www.nbc11news.com/content/news/Getting-to-and-from-Country-Jam-means-big-bucks-for-some-485321771.html> AND <http://www.nbc11news.com/video?vid=485447411>
- Biz Buzz—Munchies: https://www.gjsentinel.com/news/business/biz-buzz-for-june/article_882a764e-6c73-11e8-af9b-10604b9ffe60.html
- QBP and partner sponsors announce community grant winners: <https://www.bicycleretailer.com/industry-news/2018/06/08/qbp-and-partner-sponsors-announce-community-grant-winners#.Wx6h1smouUk>
- Police-Otherwise law-abiding man arrested after day-long crime spree: https://www.gjsentinel.com/news/western_colorado/police-otherwise-law-abiding-man-arrested-after-day-long-crime/article_788396f4-6dfd-11e8-b612-10604b9f6eda.html

- Drought forces variety of fire restrictions to be put in place: https://www.gjsentinel.com/news/western_colorado/drought-forces-variety-of-fire-restrictions-to-be-put-in/article_c51859c4-6dfc-11e8-b5bb-10604b9ffe60.html
- River safety tips create fun rafting trips: <http://www.kjct8.com/content/news/River-safety-tips-create-fun-rafting-trips-485191981.html>
- Climate changing you outdoor recreation: <http://www.westernslopenow.com/news/local-news/climate-changing-your-outdoor-recreation/1237978696>
- Country Jam Influences Fruita Economy & Interstate: http://www.westernslopenow.com/news/country-jam-influences-fruita-economy-interstate_20180615013632/1240094279
- Fruita Thriving from Small Business Economy: <http://www.westernslopenow.com/news/local-news/fruita-thriving-from-small-business-economy/1240131387>
- Rodeo community to host 1st Hunter Norman Memorial Bulls & Ranch Bronc's: <http://www.nbc11news.com/content/sports/485331391.html>
- Safety upgrades at monument: https://www.gjsentinel.com/news/western_colorado/safety-upgrades-at-monument/article_dfef337e-7056-11e8-96c8-10604b9f1ff5.html
- Airport secures \$5M in funding: https://www.gjsentinel.com/news/western_colorado/airport-secures-m-in-funding/article_dfc21ccc-7056-11e8-96c6-10604b9f1ff5.html

UPCOMING EVENTS

(When an RSVP is required I will include the information. I also ask that you let Deb know if you plan to attend so we can make sure to post if multiple council members plan to attend. Deb would also be happy to RSVP for you.)

- **Tonight, 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 (Poster below).
- **June 21** will be the Chamber Business After Hours in our FWorks Coworking space at the Civic Center from 5:30 – 7:30 pm. (Unfortunately some of us will be at the CML conference out of town).
- **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 (Poster below).
- **June 28** is the Thursday Night Concert at 7:30 pm at which that City Council will serve ice-cream.
- **June 29** is a ride with the One Riverfront group from the Fruita state park on the new trail starting at 8 am. Flyer below. Join us!
- **July 3rd** City Council Meeting is CANCELLED.
- **July 3rd** City Fireworks Display is CANCELLED due to drought conditions.
- **July 3** The City is hosting an alternative event.
- **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



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

Friday 6/8 1PM-4PM

Friday 6/22 1PM-4PM

Tuesday 7/10 1PM-4PM (in Fruita)

Monday 7/23 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	6/7/18 7/12/18
Business Planning Write a plan to help ensure the success of your business	7/5/18 8/9/18
Internet Strategies Learn how to be accessible through the internet	6/28/18 8/2/18
Licensing License your business online	6/14/18 7/19/18
Cash Flows Learn how to do a cash flow budget using Excel	6/21/18 7/26/18



Setting Goals that Stick

5 Surprising Secrets for Success

Our personal and professional wellbeing depends largely on the goals we set for ourselves. We all have hopes and dreams for our future, but how do we turn those ambitions into actual goals that translate to a fulfilling life and successful business?

Learn:

- How failure to keep your goals has almost nothing to do with willpower.
- The five secrets to setting goals that might surprise you.
- How setting effective goals can boost your confidence and lead to real personal and professional success.

When	Cost
June 13, 2018 12:15PM-1:15PM	Free

Call (970) 243-5242 to register or visit
gjincubator.org

All Date & Events Are Subject to Change

Events in Fruita will be held at our Fruita Location
325 East Aspen Avenue
Fruita, CO



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

June 29th
9AM-12PM

Employee Ownership

IS IT RIGHT FOR YOUR BUSINESS?

Making the transition from one or a few owners to many employee owners can be a daunting consideration. This workshop will cover what employee ownership is, how it works, and if it can work for your business.

Halisi Vinson, Executive Director of Rocky Mountain Employee Ownership Center, brings a wealth of knowledge and a strong skill set developed through her work in business development, marketing, consulting and over half of a decade in the venture capital industry.

Cost: \$55, second person half price

JUNE 14-17 2018

COUNTRY JAM

GRAND JCT COLORADO

THURSDAY	FRIDAY	SATURDAY	SUNDAY
BRETT ELDREDGE	MIRANDA LAMBERT	FLORIDA GEORGIA LINE	BRANTLEY GILBERT
LUKE COMBS	BIG & RICH	DUSTIN LYNCH	KIP MOORE
WALKER HAYES	JOSH TURNER	BRETT YOUNG	LAUREN ALAINA
TRENT HARMON	DEVIN DAWSON	TUCKER BEATHARD	CARLY PEARCE
SASHA MCVEIGH	CAROLINE GRAY	JIMMIE ALLEN	JACKSON MICHELSON

CountryJam.com



Fruita Youth Initiative

COMMUNITY COOKOUT

Connect with your friends and neighbors while enjoying activities for the whole family!

Featuring Free:



Food
Games
Music



And More!

7 p.m.-10 p.m.

Civic Center
Memorial
Park

Tuesday, June 26



June 23—September 15, 2018

SATURDAYS

8:30 AM—12:30 PM

Fruita's Civic Center Park

Fresh Produce • Located on the Grass
Live Music • Kids in Business • Dog Friendly



Dogs must be kept on a leash

We proudly accept SNAP/DUFB





ONE RIVERFRONT - BIKE RIDE

Help us celebrate the opening of the Kokopelli Connection, joining Fruita to Loma

RSVP:
Michele.rohrbach
@mesacounty.us

JUNE 29, 2018: 8-11 AM

**Meet at 8 am at the Fruita Section of James M Robb
CO River State Park**

Participants will ride 8 m total on flat terrain.

Please bring: 1) bike, 2) helmet, and 3) water.

Coffee & continental breakfast provided.





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.