



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 22, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop

The agenda will include a discussion on the selection process for the Request for Qualifications for the Lagoon Redevelopment Project which are due July 6, an update on pending development review projects and an update on the 5-2-1 Drainage Authority. From 7 - 10 pm in Civic Center Park, the Fruita Youth Initiative will be hosting a community cookout (poster below).

TID BITS:

- The Riverfront Commission has cancelled the June 29 ride on the new section of the trail in Fruita and is looking to reschedule sometime in August or September.
- I have enjoyed the annual Colorado Municipal League conference this week with Councilors Leonhart and Kreie, learning about many ideas that could be implemented in Fruita.
- Staff is making much progress on detailing the specific action items related to the City Council goals and will present in July or August depending on the meeting schedule.
- Staff is also working on the inventory and status updates on each of the plans that make up the City Master Plan.

Public Works:

- The review of 4 received wastewater rate study proposals was completed and the City awarded Willdan Financial Services the contract.
- Road crews completed chip seal on the remainder of the streets planned for this year. Mesa County road crews will continue chip sealing roads outside the city limits through July and then start applying the final fog seal on the chips starting the beginning of August. Road crews will continue to focus on sweeping up loose chips and patching asphalt in the coming weeks.
- The log cabin on the property at 1848 J.2 Road owned by the City has been removed by a private party following an auction for the disposal of this structure. The foundation and remaining small addition to the house will be removed and disposed of by City staff in the coming months.

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

- So far this season, maintenance crews have been keeping busy replacing 18 irrigation valves that need to be replaced due to failure. This is compared to a typical year of 5 or 6 valve replacements.
- Staff completed and submitted the annual State Revolving Fund eligibility documentation to the State this week, which helps the State assess water and sewer infrastructure needs throughout Colorado and is required if the City is interested in seeking funds from the State Revolving Fund.

Engineering:

- Phase II of Kokopelli Trail has about 4,000 feet of concrete trail poured west of 15 Road.



- Bid opening for Highway 6 Interceptor Sewer Project on Wednesday. Engineering is evaluating the bids.
- Engineering has two (2) interns for the summer. Jim Hallgren is a Civil Engineering student and is being partially funded through an American Public Works Association (APWA) Grant. Colton Snyder is a Mechanical Engineering student and is being funded through a Mesa County Workforce Center grant. Both Jim and Colton are students at Colorado School of Mines.

Planning & Development:

Major Subdivisions:

- Soren Estates is currently under construction.
- Pinewood Estates is currently under construction. Sewer and Water connections have been completed. Roads and sidewalks should be coming soon.
- Sunset Pointe Subdivision has been submitted and is under review.
- Iron Wheel Major Subdivision is working towards completing their application.

Site Design Review:

- Munchies Restaurant: Planning Clearance and Building Permit have been issued and construction should be underway soon.
- FHE (Frank Henry Equipment): Construction is underway.

- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.

Special Projects & Code Amendments:

- Staff is meeting with Mesa County next week to discuss proposed Sewer 201 Boundary adjustment.
- Verizon Conditional Use Permit was approved by the Planning Commission on their consent agenda June 12th and will be before City Council July 17th.
- Lagoon Property RFQ is currently out for bid.

Police:

- The Junior Citizens Police Academy is in full swing with up to about 30 kids. During the second session, they learned about crime scene processing.

Administration:

- Submitted Continuing Disclosure documents for the 2009 Community Center bonds in compliance with the Municipal Securities Rulemaking Board regulations.

Human Resources/Marketing:

- The Geared Up Award is a new on-the-spot employee recognition award that allows any employee to recognize any other employee in the City for a job well done that demonstrates the City's Core Behaviors. The Employee Representative Committee and Human Resources designed the program and implemented it in late May 2018. The program is off to a great start and there have been 6 Geared Up recipients to date. They are: Jessica Rezak (Police Department), Dan Caris (Planning), James Queen (Police Department), Danald Nagle (Public Works), Dave Oliver (Planning), Henry Hemphill (Planning), Kelli McLean (Planning) and Deb Woods (Administration). Congratulations to our amazing Geared Up Award recipients.
- Working with Slate Communications and the FTAC to update www.gofruita.com with Colorado National Monument information to coordinate with other efforts to increase the site ranking on searches for CNM.
- The Colorado Tourism Office is introducing a new magazine called *Love, Colorado*. To read more about the CTO's new publication see: <https://bit.ly/2yrWGLy>. The next addition of the new the new magazine will be focused on winter travel in Colorado and will be available in October 2018. We are working with Slate Communications to provide photos to be included in their publication.
- The Colorado Tourism Office magazine featured a photo and article about Fruita. See www.colorado.com/fruitabiking; the article was written last year, but that's what they listed with the cover.

Parks & Recreation:

- There is another possible irrigation break in front of Suds Brothers. Staff will be evaluating next steps in the coming days. In the meantime, downtown planters on the corner of Aspen and Circle Park Square are being watered by hand.
- Yay...the Zip-N for the outdoor pool arrived at the FCC late this the week. We are hoping to have it installed next week or no later than the first of July.
- Last Thursday, Rec staff along with PD was out in full force working the annual Bike Rodeo. The bike rodeo was moved to a Thursday Night Concert evening in hopes of attracting more youth and families. Approximately 40 youth came out to ride and learn about traffic safety while on a bike.
- June 28th is the annual City Council Ice Cream Social at the Thursday Night Concert. As always, the Centennial Band will be playing.
- Don't forget the Community Cookout next Tuesday, June 26th at the Civic Center Park. Learn about the Fruita Youth Initiative and the Sources of Strength program that takes place in our local schools. Yet another opportunity to have a hot dog or hamburger!
- As you know, the July 3rd Fireworks Show is cancelled due to extreme drought and high fire danger. Parks and Recreation staff have quickly put together an alternative event to celebrate our Nation's Birthday. It will be held at Civic Center Park – live music (two bands) will be playing from 6 – 9 pm and up to 1,000 free hot dogs will be burned and served. Staff appreciates the help of the Fruita Area Chamber of Commerce and the Grant A Wish Foundation. Both of these organizations have jumped in to help make this a great celebration. Attached is the Press Release that was sent out at the end of last week.

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

- Trail to connect Grand Junction, Fruita to Kokopelli trailhead: <http://www.nbc11news.com/content/news/Trail-to-connect-Grand-Junction-Fruita-to-Kokopelli-trailhead-485864981.html>
- Rodeo event to honor bronc rider Hunter Norman at Mesa County Fairgrounds: https://www.gjsentinel.com/sports/community/rodeo-event-to-honor-bronc-rider-hunter-norman-at-mesa/article_a6c86958-72b8-11e8-91c9-10604b9f1ff5.html
- Fruita douses fireworks: https://www.gjsentinel.com/news/western_colorado/fruita-douses-fireworks/article_3b1609b2-7124-11e8-9294-10604b9f7e7c.html
- Fruita fireworks show cancelled because of fire danger: <http://www.nbc11news.com/content/news/Fruita-fireworks-show-canceled-because-of-fire-danger-485695141.html>
- Bicyclists want more signs along area trails: <http://www.nbc11news.com/content/news/Bicyclists-want-more-signs-along-area-trails-485712821.html>
- Fruita's Free Thursday Night Concert Series Schedule for 2018: <http://kekbfm.com/fruitas-free-thursday-night-concert-series-schedule-for-2018/>
- KJCT – D51 summer camp makes learning fun: <http://www.kjct8.com/content/news/D51-summer-camp-makes-learning-fun-486077391.html>

- Fruita teen with Down Syndrome finishes Ride the Rockies: <http://www.kjct8.com/content/news/Fruita-teen-with-Down-Syndrome-finishes-Ride-the-Rockies-486054591.html>
- Cell tower could be going on top of Fruita Community Center: <http://www.kjct8.com/content/news/Cell-tower-could-be-going-on-top-of-Fruita-community-center-485994871.html>
- Coroner IDs victim in fatal wreck Sunday: https://www.gjsentinel.com/breaking/coroner-ids-victim-in-fatal-wreck-sunday/article_9475f444-7418-11e8-b8cb-03ca6970f4f2.html
- Fruita cancels July 3rd Fireworks – Giant Party Ensues: <http://kool1079.com/fruita-cancels-july-3-fireworks/>
- Country Jam crowds heading home: <http://www.nbc11news.com/content/news/485872751.html>
- Fruita Cancels 4th of July Fireworks: <https://www.westernslopenow.com/news/local-news/fruita-cancels-4th-of-july-fireworks/1247687604>
- Country Jam and CSP, some strings attached: <http://www.nbc11news.com/content/news/485870691.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, 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 26 is the Fruita Youth Initiative Community Cookout in Civic Center Park from 7-10 pm (poster below).
- **June 28** the City Council will serve ice cream at the Thursday Night Concert at 7:30 pm. Please arrive at 6:50 pm to be ready.
- **July 3** in place of the canceled fireworks display, the City is hosting a Summer Cookout and concert in Civic Center Park (Press Release and details below).
- **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.

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. 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.

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



FRUITA

COLORADO

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PRESS RELEASE:

Contact:

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Parks and Recreation Director
City of Fruita
970-858-0360 ext. 6400
tncum@fruita.org

FOR RELEASE

June 15, 2018

FRUITA REPLACES JULY 3RD FIREWORKS WITH FREE CONCERT AND COOKOUT

City modifies event plans due to fire danger

Fruita, CO – The City of Fruita and the Lower Valley Fire Department have decided to cancel the 3rd of July Fireworks Display and replace with a 3rd of July Summer BBQ and concert. Due to current weather trends and fire danger it will not be possible to safely move forward with the display. The conditions at Snooks Bottom Open space are so dry, that even in the event of above average rainfall from now until July 3rd, it still would not adequately diminish the current dry conditions to make the display possible.

The City of Fruita consulted with BLM, Mesa County Sheriff, and Lower Valley Fire District prior to the decisions. In most years, these partner agencies contribute the use of fire suppression equipment to ensure the annual city fireworks display is as safe as possible. Because of the ongoing fire danger in the area along with the multiple fires in Colorado and the region, these partner agencies could not guarantee adequate equipment and manpower would be available for the event if it were needed.

The City of Fruita and Lower Valley Fire District also want to stress how important it is for people to abstain from using personal fireworks. There is currently has a ban on the sale and usage of fireworks in all of Mesa County

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

THE GOOD NEWS

The City of Fruita, The Fruita Area Chamber of Commerce and Grant A Wish Program would instead like to invite family and friends to Civic Center Park (325 E. Aspen Ave.) on July 3rd from 5:30 to 9pm to celebrate our great nation's independence. We encourage you to show your patriotic pride and dress up your bicycle in red white and blue and ride down to the Civic Center at 5:30pm. The Fruita Area Chamber of Commerce will hand out a prize to all who participate but a special prize will go to the most patriotic bike.

From 6-9pm we will have live entertainment at Civic Center Park and the Grant A Wish Program will be serving up hot dogs. Hot Dogs are free but they will gladly accept donations. Wave 11 will be performing at 6pm followed by The Oxymorons at 7:30. In addition to the live music, the Grant A Wish Program will also host a bounce house and have snow cones and cotton candy for sale. The evening will conclude with a color explosion in the Civic Center lawn at 9pm. For more information about the 3rd of July Summer BBQ visit www.grantawishco.org/events

The Grant A Wish Program is a local non-profit that provides scholarships to local youth for programs and activities that provide positive peers and role models. For sponsorship opportunities please contact MacKenzie Dodge at (970) 234-9808.

For more information about the decision to cancel the fireworks show or the alternative July 3rd Summer Cookout and concert, please contact either the City of Fruita's Parks and Recreation Director, Ture Nycum (970-858-0360 extension 6400 or tynecum@fruita.org), or Lower Valley Fire Chief Frank Cavaliere (970-858-3133 extension 1 or fcavaliere@lvfdfire.org).

In addition to the free concert and cookout on July 3rd, the City of Fruita will be hosting its annual ice cream social on June 28th at 7:30 pm at Civic Center Park. The Centennial Band will perform and the Fruita City Council will give away ice cream to those in attendance.



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





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



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.