



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JUNE 29, 2018
Re: WEEKLY INFORMATION UPDATE

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Happy Independence Day! City offices will be closed Wednesday, July 4, 2018 in observance of Independence Day. We will have the July 3rd Celebration Cookout, live music, games, etc. in Civic Center Park from 5:30 pm – 9:00 pm (Press Release Below).

July City Council Meeting Schedule

1. Meeting of Tuesday, July 3rd – cancelled
2. Meeting of **Tuesday, July 17th** – 7:00 p.m. (no changes)
3. Special Meeting of Tuesday, July 24th – cancelled and changed to Special Meeting of **Tuesday, July 31st** at 6:30 pm. Please arrive at 5:30 pm for business portraits.
4. Workshop Meeting of Tuesday, July 24th – cancelled and changed to Workshop Meeting of **Tuesday, July 31st** at 7:00 p.m.

BLM Seeks Comments on Proposed Changes to Improve Fruita Area Camping (Shared by NCA Manager Collin Ewing)

If I have seen you recently, I believe I have mentioned to you that our office is hoping to make some improvements to the camping situation in Rabbit Valley. The area has become very popular and there are very few developed campsites. As more and more people dispersed camp in the area, we are seeing impacts to recreation experiences as well as to the spectacular resources that draw folks to the area (i.e. wildlife habitat and archaeology). In order to improve the situation, we are proposing new campgrounds, and fees so that we can provide core facilities and services, including improved trails! In addition, BLM is looking at changes at 18 Road to expand camping and an events area. We are currently seeking public comments to help us refine our proposal. Please take a look, and please distribute widely.

<https://www.blm.gov/press-release/blm-seeks-comments-proposed-changes-improve-fruita-area-camping>

Colorado Municipal League Conference Info

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

Council members Leonhart and Kreie and I were able to attend the annual conference last week. The keynote speakers and many of the sessions we attended were extremely beneficial to what we are working on and the action items identified to achieve our goals. A few highlights included subject matter on healthy community initiatives, comprehensive planning, tax increment financing, urban renewal authorities, cybersecurity, liability. If you are interested in reviewing any of the presentations shared at the conference, you may view them here: <http://www.cml.org/annual-conference/>. We will also share updates at future meetings.

Fruita Highway 340 Roundabouts

As you may have seen a "You Said It" comment in last weekend's GJ Sentinel regarding the roundabouts, and the Mayor also received an anonymous letter complaining about the look of the roundabouts, I wanted to remind you that we have a project budgeted and grant received to begin improving the roundabouts this year. The Fruita Arts & Culture Board, made up of active residents volunteering their time, has now raised a considerable amount of money towards artwork inside the roundabouts and is beginning their search to find local artists who can create the centerpiece of the roundabouts which will likely occur in 2019 following this year's improvements. The work that will be completed will be consistent with the feedback from the public received during the Fruita Gateway Enhancement Project.

TID BITS:

- The DOLA draft conservation trust fund population estimates for 2017 have Fruita at a population of 12,924. We supplied them with growth data during this period of time that may change the final number.
- We had a great meeting with the GGJ Sports Commission and the Colorado National Monument about the success of the Rim Rock Marathon. The event has grown 30% in registrations per year for the last three years. 70% of participants are from out of the area. We are exploring ways to meet the growing demand and enhance the experience.
- We also had a great meeting with our partners Family Health West related to their future growth.
- We met with two prospective businesses this week in addition to the pre-application meetings sited below.
- Thanks to those of you who were in town and made it to serve ice-cream at the Thursday Night Concert.
- We will likely have an increase from \$38,989 to \$45,000 in funding GVT in 2019.
- Aha is working on adding new features to www.fruita.org that will begin with a new landing page for our economic development information and tools. This should be live by August.
- Efforts on the regional foreign trade zone continue to progress.
- While we were not able to make the travel, we shared the GOCO video and lessons learned with the Telluride region on trail building and the Fruita brand this week at a trails meeting hosted by the Telluride Foundation.
- We are preparing an application for the DOLA and University of Colorado Denver School of Public Affairs Best and Brightest Internship that is due Aug. 1 and could result in a full-time employee for two years beginning in 2019.

- Check out the article on the Kokopelli Trail by Dirt Rag: <http://dirtragemag.com/chasing-the-tune-of-kokopelli/>
- Environment Colorado Research and Policy Center ranked how many “dirty air days” various cities had in 2016. GJ ranked tied for fourth with Durango following Fort Collins, Denver, Aurora and Lakewood area. You can view the study here: <https://environmentcoloradocenter.org/reports/coc/trouble-air>
- Thanks to Councilman Karisny for attending the Bustang Service ribbon-cutting today. This is a bus service that operates climate-controlled, Wi-Fi access, restrooms, USB and power outlets, comfortable seating and wheelchair access amenities as noted in their press release. Routes include rides between GJ and Denver and also GJ and Durango.
- Councilors Ewing and Leonhart were able to tour the City Shops and Wastewater Reclamation Facility Friday.
- Thanks to Mayor Pro Tem Buck for attending AGNC to represent the City this week.
- Upcoming DOLA trainings are found here: <http://www.cgfoa.org/Opportunities/Calendarofevents.aspx>

Public Works

- Staff met with the new Dam Safety Engineer Tuesday who conducted an inspection of our Fruita Reservoir dams and all went well.
- Ken attended his first Museum of the West Board meeting and the museum reported increased sales at the gift shop and they have received additional contributions that will go toward fixing the roof of the Dinosaur building.
- Staff is negotiating a final contract for the sewer rate study.

Engineering

- Concrete for the Kokopelli section of the Riverfront Trail has been placed underneath the bridge.
- We awarded a contract to Mountain Valley for the Highway 6 & 50 Sewer Interceptor project.
- Rim Rock Trail improvements project is advertised with a bid opening on July 13.

Planning & Development

Pre-application meetings this week:

- 1840 K 4/10 Rd & 1149 18 ½ Rd– Major Subdivision
- 1848 J Rd & 1849 J 2/10 Rd. – Major Subdivision
- 401 Jurassic Ave #B- Restaurants proposals
- 227 S Mulberry- Multi-family project

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 is moving forward, should be to Planning Commission and City Council soon.

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:

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

Parks & Recreation

- The Fruita Youth Initiative Community Cookout was a success, well attended, great food, great company, 20-30 kids playing capture the flag and new volunteers to join the FYI efforts. Huge thanks to the staff and volunteers who worked to put that on!
- All is set for the July 3rd celebration in Civic Center Park Tuesday night (Info below).
- The new zip-in feature for the outdoor pool was delivered and will be installed soon.
- Community Center staff all met Sunday evening for training.
- We are lining up the trail opening event for the Kokopelli section of the Colorado Riverfront trail in conjunction with the Aug. 9 Riverfront concert at the state park.
- The compressor on the pool dehumidification unit has failed and staff is working quickly to get this fixed.

Tourism

- Slate Communications is making progress on organizing our shared files of the past and present.
- A robust online ad campaign is ramping up during the summer for fall visitors.
- Improvements to www.go.fruita.com are in the works to highlight the Colorado National Monument as well as ways to capture the attention of CNM visitors when they are planning their vacations.
- The new visitor's guide has been strategically placed in a number of markets—the guide is designed as a trip planner.

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

- Public comments needed on improving Fruita camping: <https://www.westernslopenow.com/news/local-news/public-comments-needed-on-improving-fruita-camping/1266256516> AND <http://www.nbc11news.com/content/news/486615401.html>
- Man who stole Fruita Dinosaur Journey truck arrested: <http://www.nbc11news.com/content/news/486643951.html>
- Mutton busting takes over Fruita rodeo: <http://www.kjct8.com/content/news/Mutton-Busting-486644991.html>
- Rodeo community puts on event in memory of Hunter Norman: <http://www.nbc11news.com/content/sports/486377261.html>
- Fruita Farmer's Market starts up for the summer: <http://www.kjct8.com/content/news/Fruita-Farmers-Market-starts-up-for-the-summer-486365511.html>
- Clerk candidate's plan to reopen closed offices under scrutiny: https://www.gjsentinel.com/news/western_colorado/clerk-candidate-s-plan-to-reopen-closed-offices-under-scrutiny/article_94820bb6-76a8-11e8-80fd-10604b9ffe60.html
- Fruita winemaker wins top awards in competition: <http://thebusinesstimes.com/fruita-winemaker-wins-top-awards-in-competition-2/>
- New study shows poor air quality in the Grand Valley: <https://www.westernslopenow.com/news/local-news/new-study-shows-poor-air-quality-in-grand-valley/1269576422>
- PILT payout pours money into the Grand Valley: <https://www.westernslopenow.com/news/local-news/pilt-payout-pours-money-into-the-grand-valley/1272897313>
- Record breaking Colorado tourism in 2017: <https://www.westernslopenow.com/news/local-news/record-breaking-colorado-tourism-in-2017/1272336981>

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 30** is the **weekly** Farmer's Market in Civic Center Park **through Sept. 15 every Saturday** from 8:30 am – 12:30 pm (Poster below).
- **July 3** in place of the canceled fireworks display, the City is hosting a Summer Cookout and concert in Civic Center Park from 5:30 pm – 9:00 pm (Press Release and details below).
- **July 5** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Frank Bregar Orchestra (Big Band).
- **July 7** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 12** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Peach Street Revival (Classic Rock).
- **July 14** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 16** you are invited to an open house to meet the new BLM Southwest Colorado Manager Stephanie Connolly. She replaces Joe Meyer. The open house is from 11 am – 1 pm at the GJ Field Office near the airport.
- **July 19** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Stray Grass (Bluegrass/Americana).

- **July 21** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 26** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring The Williams Brothers Band (Blues Rock/Outlaw Country).
- **July 28** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **August 2** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Timber! (Bluegrass).
- **Aug 4** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **August 9** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Soul Habit (Funk & Soul).
- **Aug. 11** is the weekly Farmer’s Market in Civic Center Park from 8:30 am – 12: 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.

CC. Department Directors

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!
<p><u>For more information, or if you don't see the event you were looking for:</u> City of Fruita Parks and Recreation Department (970) 858-0360 Fruita Tourism www.gofruita.com (970) 858-8373 Fruita Chamber of Commerce (970) 858-3894</p>				



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 7/10 1-4pm (in Fruita)
Monday 7/23 1-4pm
Tuesday 8/7 6-9pm
Tuesday 8/21 9am-12pm

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	7/12/18 8/16/18
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	7/19/18 8/23/18
Cash Flows Learn how to do a cash flow budget using Excel	7/26/18 8/30/18



Old School Marketing

It's not ALL about Digital

Old school marketing isn't dead, it's just not as glamorous or as much hyped as digital marketing. If you already do digital and want more, or you need to know what else besides digital marketing is out there, this workshop can give you some options.

Terri Benson is the Marketing Director and a staff coach at the Business Incubator Center, and has owned several businesses.

When
July 17, 2018, 1:00PM-2:30PM

Cost
\$35

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 29th
9PM-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

Bookkeeping Bootcamp UNDERSTANDING FINANCIAL STATEMENTS

July 12th
9AM-2:00PM

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

July 31st
9AM-1:30PM

Government Contracting Workshop

Are you interested in doing business with the government? This workshop will help you understand the various federal and state government certification programs that can give you a competitive edge in contracting. You'll learn about the eligibility requirements and benefits for minority, woman, and veteran-owned businesses, as well as those in special economic zones and smaller-sized businesses. You'll also have a chance to talk with government representatives and partners who can help get you started.

Cost: \$15



FRUITA

COLORADO

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Recreation Dept.
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970-858-4081

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





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.