



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MARGARET SELL, FINANCE DIRECTOR
Date: JULY 20, 2018
Re: WEEKLY INFORMATION UPDATE

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970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

TID BITS:

Engineering

- Kokopelli Trail Phase II Reed Wash bridge abutments had the first stage poured this week. Trail continues to be installed along the south side of I-70 near the Loma Interchange.
- Bids were received last Friday for the Rim Rock Trail Improvements Projects and the low bidder was Frontier Pipeline of Grand Junction with a bid of \$150,288.86.
- Staff continues to work with 5-2-1 TAC on White Paper update and options for the 5-2-1 to move forward with finding a mechanism to fund valley-wide drainage improvements. The next board meeting for the 5-2-1 is on August 6 at 2:00 pm to discuss the options.

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 will be before City Council August 7, 2018.
- Oak Creek Minor Subdivision (located at 18 ½ & K.4 Rd) is currently under review
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)

Site Design Review

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.

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

- Dolan Storage Units: proposing about 30 new storage units along Highway 6 & 50. Staff is working with the applicant on their application.
- Brandon Commercial Phase III has been submitted for review

Special Projects & Code Amendments

- Oak Creek North Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Oak Creek South Annexation (The project is located on the northwest corner of K 4/10 Road at the intersection with 18 ½ Road.)
- Fruita Collar Club Conditional Use Permit- dog boarding/daycare facility located at 110 E. McCune Ave

Public Works

- The I-70 lift station that pumps 90% of the City's wastewater experienced an electrical failure on Wednesday morning that resulted in the station being down for about 5 hours, which resulted in an overflow of the collection system. This resulted in a closure of the adjacent trail while containment and cleanup efforts were completed. Additional backup electrical systems are being evaluated to prevent this type of failure in the future.
- The pedestrian bridge at Little Salt Wash Park was repaired this week to eliminate some gaps in the wood decking caused by shifting of the timbers that had developed.
- The City received the 2018 bridge inspection reports this past week from the structural engineers hired by CDOT as part of the Off-System Bridge Inspection Program. No immediate concerns were identified, but these reports did identify some deficiencies and maintenance recommendations for the bridges that staff will incorporate into the capital improvement plan as part of the 2019 budgeting process.

Parks and Recreation

- No updates.

Police

- Two officers received minor injuries after being assaulted while assisting a Colorado State Patrol Trooper with an arrest.
- Another fun and successful Junior Citizens Police Academy concluded Wednesday.

Admin/Finance

- Outside Agency Funding Applications for 2019 are now available on the City's website. A notice will be published on July 22 and emails have been sent to prior

recipients. The Tourism Outside Agency Funding applications will be available by the end of the month.

Human Resources/Tourism

- No updates.

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

- Rim Rock Rodeo mourning loss of bull rider:
<http://www.nbc11news.com/content/news/488463491.html>
- GJ Rockies: Team knocks reading out of the park:
<http://www.nbc11news.com/content/sports/488561211.html>
- Severe storm one for the history books: <http://www.nbc11news.com/content/news/Severe-storm-one-for-the-history-books-488566011.html>
- Grand Valley stakeholders prep for Outdoor Retailer Summer Market:
https://www.gjsentinel.com/news/business/grand-valley-stakeholders-prep-for-outdoor-retailer-summer-market/article_3195266e-8a58-11e8-94cc-10604b9f7e7c.html
- Man accused of assault on officers: https://www.gjsentinel.com/news/western_colorado/man-accused-of-assault-on-officers/article_3a99e172-8a4a-11e8-932e-10604b9f6eda.html
- Fruita bull riders suffers fatal injuries at Wyoming rodeo:
<http://www.nbc11news.com/content/news/Fruita-bull-rider-suffers-fatal-injuries-at-Wyoming-rodeo-488199901.html>
- Fruita animal control officer climbs down drain to save cat:
<http://www.nbc11news.com/content/news/Fruita-animal-control-officer-climbs-down-drain-to-save-cat-488139171.html>
- Business Booming for Cable Wakeboarding Park:
<https://www.westernsloopenow.com/news/local-news/business-booming-for-cable-wakeboarding-park/1301493427>
- Memorials to rodeo rider:
https://www.gjsentinel.com/news/western_colorado/memorials-to-rodeo-rider/article_fcd61694-8661-11e8-b3a7-10604b9f6eda.html
- Senators urge action on National Park Service maintenance backlog:
<http://www.kjct8.com/content/news/Senators-urge-action-on-National-Park-Service-maintenance-backlog-488076561.html>
- 3 Fruita students take top honors:
https://www.gjsentinel.com/news/western_colorado/fruita-students-take-top-honors/article_ffdd1afc-882a-11e8-8be9-10604b9f1ff4.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.):*

- **July 21** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **July 21** is the Ottley Block Party at 315 & 323 E. Ottley Ave from 2:00 – 9:00 p.m.
- **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.
- **Aug. 2** is the Thursday Night Concert in Civic Center Park at 7:30 pm featuring Timber! (Bluegrass).
- **Aug. 3** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.
- **Aug 4** is the weekly Farmer's Market in Civic Center Park from 8:30 am – 12: 30 pm.
- **Aug. 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.
- **Aug. 11** is the 5th Annual Cops & Cars Show at Little Salt Wash Park from 8:00 am – 3:00 pm.
- **Sept. 3** City Offices will be closed for Labor Day.
- **Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Parks.
- **Sept. 7 – 8** is the Kokopelli 100 & 140 Fruita to Moab MTB & Relay
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **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



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



WTF

WELCOME TO FRUITA

2018 OTTO ON OTTLEY BLOCK PARTY

F
R
E
E

315 AND 323
EAST OTTLEY AVE
FRUITA
COLORADO

JUL
21
2-9 PM

MUSIC: SUCKAFISH . PASTY JEFF AND THE BOY
TOYS . BADGER:BADGER . FIVE 14 . HEATH
JENSEN . BUTCH KLINE

ACTIVITIES: POTLUCK . CORNHOLE TOURNAMENT . CARNIVAL
GAMES . CHILI AND DESSERT COOK OFF . AND MUCH MORE

BYOB=BRING YOUR OWN BEVERAGE CONTACT: SOLACESIMPSON@GMAIL.COM



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.