



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPT. 28, 2018  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting**

The agenda includes a proclamation for Mav Month for October, a number of consent agenda items (including a resolution opposing Amendment 74, a resolution abolishing the Senior Task Force and establishing in its place the Livability Commission, introduction of ordinances related to recent land use code updates that will go to Planning Commission prior to second readings, calling for a special meeting with D51 Board of Education, etc.) and 2019 budget presentations on the general fund, public safety department, community development department and public works department.

### **District 51 and Fruita School Capacity Progress**

Councilors Karisny and Leonhart, Dan, Sam and I attended the first of three 4-hour work sessions of the D51 Long-range Facility Master Plan process. It was very positive for our needs in Fruita. The entire council and staff have been working hard to communicate our growth and needs to relieve the capacity strains on our Fruita schools. The Demographer presented about the top needs and Fruita's growth and need for an additional elementary school and relief to the middle, 8-9 and high school were at the forefront. The District has the Demographer working on models to accomplish this.

### **Vote for Fruita—Elevation Outdoors' Top Towns 2018 (Cont.)**

The annual Elevation Outdoors online voting competition for Colorado's top adventure towns, which Fruita has been in the top three the past three years, is currently live! We are in the final round through noon on Oct. 1 against Glenwood Springs, so continue voting daily at <https://www.elevationoutdoors.com/top-adventure-towns/fruita/>!

### **October 11 Trail Dedication Celebration (Cont.)**

While the new 4.5-mile Kokopelli section of the Riverfront Trail is already open and many people are enjoying it daily, the formal celebration open to the public will be

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

October 11 in Civic Center Park with a bon fire, live music and more. Many, many invitations have been emailed to numerous partners. See details and invite below:



**The City of Fruita**  
invites you to the  
**Dedication of the Kokopelli Section of  
the Colorado Riverfront Trail**

**Who:** You and your favorite people  
**When:** October 11, 2018  
6:00 pm — Event Starts  
6:30 pm — Dedication Ceremonies  
7:00 pm — Music (Stray Grass)  
**Where:** Fruita Civic Center Park (Downtown)  
**Why:** Because Fruita wants to celebrate the new trail with our best Friends. And this trail has been years in the making with many, many partners. And it's pretty stinkin' cool.  
**How:** Music, Fire Pit, Beer Garden and Fruita's Cool Vibe

Prior to the Trail Dedication, join us at 5:00 pm at the I-70 Loma Interchange where the final single-track section of the trail will be completed. After the trail is completed, ride or hike the entire length of the Kokopelli Section (4.5 miles) back to the Fruita Civic Center Park for the dedication and celebration.



#### TID BITS:

- I attended the Grand Valley Transit Board this week and a meeting prior to that focused on a study in the works on transportation impact fees county-wide.
- We continue to work with our private partners toward a successful public-private partnership for the lagoon redevelopment plan. Dan and I had a great meeting with a developer seeking clients on the western slope.
- Mayor Pro-Tem and GJEP Board member Lori Buck and I met with the GJEP Board for their annual board retreat. We also had a great meeting with Senator Bennet's office seeking information on managing various forms of water resources and federal funding programs.
- At the GJEP Board meeting prior to the retreat, a board member from COGA presented to the Board on Proposition 112 and the GJEP Board voted to oppose and would like us to consider the same. The COGA fact sheet is below.

- Dan and I hosted local developers, engineers and designers to discuss improvements to our Master Plan and Land Use Code. We plan to continually engage this group throughout the process in addition to gathering widespread community feedback during 2019.
- We are coordinating a plan and efforts to conduct the AARP Livability Assessment that we now have \$5,000 in funding from AARP and will also coordinate these efforts with master planning.
- Officer Bob, Recreation staff and I spoke to 120 or so awesome first graders from Rim Rock Elementary on their annual community field trip.
- Tour of the Moon riders will be riding over the Colorado National Monument and through Fruita tomorrow. Map of route is below.

### **Engineering**

- The Highway 6 sewer line work began this week.
- Cedar Way sewer project also began this week.
- We are working towards bidding the roundabout upgrade construction work.

### **Public Works**

- Crack sealing, chip sealing and striping projects are complete for the year.
- We have ordered a new load of crack seal to be ready for spring and will likely do more crack sealing than was planned for the year in October.
- Crews are working on leveling out the road on the south side of Aspen Ave. between Arches and Pine. Lane will be open for Tour of the Moon riders tomorrow.
- We are nearing our large sidewalk grinding project to address ADA issues in the next 2-3 weeks. We should grind about 90-100 locations.
- We are receiving quite a bit of equipment ordered for the wastewater plant and have a contractor scheduled to install the end of October.
- The Street sweeper was down last week, but back up in time to make the Fall Fest parade and clean up the downtown after the event.

### **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

#### **Major/ Minor Subdivisions:**

- Soren Estates is currently under construction.
- Pinewood Estates is complete, and the final release was approved by Council 9/18/18.
- Iron Wheel Major Subdivision final plat/plan application under review.
- Garden Estates Major Subdivision (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Oak Creek Major Subdivision (located at 18 ½ & K.4 Rd) currently under review

#### **Site Design Review:**

- Munchies Restaurant: Currently under construction.

- FHE: 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.
- Snooks Bottom BBQ Site Design (132 West McCune Ave)
- Raptor Rd Storage (614 Raptor Rd Storage)

**Other 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
- Minor Subdivision Land Use Code Amendment
- Downtown Mixed-Use Lot Size Land Use Code Amendment
- Revegetation & Grading Fee Land Use Code Amendment
- Parking Design Exception Process Land Use Code Amendment

**Special Webinars invitation to Planning Commissioners and City Council**

You are invited to join us for a series of Lunch and Learn Webinars that will take place at the Fruita Civic Center. You can RSVP to [kmclean@fruita.org](mailto:kmclean@fruita.org) or you can call Kelli at 970-858-0786 to reserve your seat. Please see the table below for specifics.

<b>Webinar</b>	<b>Date</b>	<b>Mountain Daylight Time</b>
Planning Process: What Elected Officials Should Know-- COMPLETED	Thursday, August 30, 2018 <b>RSVP by August 24, 2018</b> Lunch: Hot Tomato	12:00 PM – 1:00 PM
Census 2020--COMPLETED	Monday, September 10, 2018 <b>RSVP by September 4, 2018</b> Lunch: Jimmy Johns	12:00 PM – 1:00 PM
<b>An Urban Renewal Authority In Action</b>	<b>Wednesday, October 3, 2018</b> <b>RSVP by September 26, 2018</b> <b>Lunch: Jimmy Johns</b>	<b>12:00 PM – 1:00 PM</b>

**Parks & Recreation**

- The Fruita Community Center is open after our annual maintenance week. A lot was accomplished during maintenance week, most notably, the natatorium is substantially brighter as we had 20 new LED lights hung from the ceiling to improve overall lighting (and subsequently

safety) in the pool area. Thanks to all Recreation Staff who got to get their grubbies on and clean all the nooks and crannies we normally can't get to during the year.

- Shhhsshhh...we allowed motorcycles on the Riverfront Trail this past week. But only for a good reason and it was actually not on the concrete trail. Five motorcyclists help 'beat in' some of the single-track sections we installed last spring and became overgrown because it wasn't being ridden. We hope this will help improve the rideability of the trail.
- FYI...the FYI group is researching and looking into creating a Youth Advisory Board made up of Sources of Strength youth from each of the local schools.
- This is the last Food Truck Friday today. And don't forget that the Tour of the Moon will be riding through the streets of Fruita on Saturday.

## **Police**

- The Family Dollar on 6 & 50 was robbed last night. Another was robbed in Parachute as well that could be linked. Fortunately, no one was injured in Fruita and Police are working that case. Police are seeking a man described as black, 5-feet 8 inches tall with a thin build and a white BMW in connection with the incident.
- Officers have identified a suspect in a number of recent storage unit burglaries and have been working with other local agencies that resulted in apprehending the suspect.
- Fruita Fall Fest was busy but presented no law enforcement issues.
- Due to recent changes at the state level, the Police Department will no longer be providing non-criminal fingerprinting services, such as those for background checks for various licensing processes (teachers, day care providers, etc). Citizens will be referred to a private company contracting with the Colorado Bureau of Investigation for these services.
- A conditional job offer has been given to one police officer applicant, and the background investigation is continuing.

## **Human Resources/Tourism**

- Voting continues in our quest to be the Top Adventure Town. We are in the final round and we are competing against Glenwood Springs. We have until noon on Monday, October 1, 2018 to vote. Here is the link: <https://www.elevationoutdoors.com/top-adventure-towns/fruita/>
- Currently recruiting for two full-time positions in Public Works – Maintenance Worker I and Mechanic.
- Big CONGRATS!!!! The following employees received Geared Up awards in September 2018:
  - Dave Oliver – Code Enforcement/Planning
  - Kyler Frye - Parks
  - Amanda Downie - Parks
  - Nestor Olivas – Parks
  - John Carrillo – Public Works
  - Chris Dehmel - Engineering
  - John Vasey - Engineering
  - Cindy Stoltz – Public Works
  - Avan Crespin – Public Works
  - Tony Cinquini – Public Works

- Ken Binam – Public Works
- Deb Woods - Administration

## Admin/Finance

- Budget, budget, budget...

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

- More housing, businesses coming to Fruita: [https://www.gjsentinel.com/special\\_sections/real\\_estate/more-housing-more-businesses-coming-to-fruita/article\\_3e7444c8-c270-11e8-bcb0-10604b9f6eda.html](https://www.gjsentinel.com/special_sections/real_estate/more-housing-more-businesses-coming-to-fruita/article_3e7444c8-c270-11e8-bcb0-10604b9f6eda.html)
- Fruita nursing home to close: <https://www.kjct8.com/content/news/Fruita-nursing-home-to-close-494433731.html> AND [https://www.gjsentinel.com/opinion/printed-letters-sept/article\\_2a565d66-c1e7-11e8-9c50-c71e9ceda30b.html](https://www.gjsentinel.com/opinion/printed-letters-sept/article_2a565d66-c1e7-11e8-9c50-c71e9ceda30b.html) AND <https://www.westernslopenow.com/news/local-news/nursing-home-to-close-after-40-years/1478113842> AND [https://www.gjsentinel.com/news/western\\_colorado/fruita-nursing-home-to-close/article\\_bb6edbb4-c149-11e8-930e-10604b9ffe60.html](https://www.gjsentinel.com/news/western_colorado/fruita-nursing-home-to-close/article_bb6edbb4-c149-11e8-930e-10604b9ffe60.html)
- Family Dollar store in Fruita robbed overnight: [https://www.gjsentinel.com/breaking/family-dollar-store-in-fruita-robbed-overnight/article\\_df305396-c362-11e8-9eea-e33403538498.html](https://www.gjsentinel.com/breaking/family-dollar-store-in-fruita-robbed-overnight/article_df305396-c362-11e8-9eea-e33403538498.html)
- Fruita Fall Festival wraps up: <https://www.nbc11news.com/content/news/494086671.html>
- 2018 Fruita Fall Festival: <https://www.westernslopenow.com/news/local-news/2018-fruita-fall-festival/1467453903>
- Fruita Fall Festival this weekend: <https://www.kjct8.com/content/news/Fruita-Fall-Festival--494001441.html>
- Marketing firm relocates to Fruita: <https://thebusinesstimes.com/marketing-firm-relocates-to-fruita/>
- September proves golden for local teacher; <https://www.westernslopenow.com/news/local-news/september-proves-golden-for-local-teacher/1478455483>
- Bama Time! Thoughts on trikes and a FrankenSurly: <http://bicycletimesmag.com/bama-time-thoughts-on-trikes-and-a-frankensurly/>
- Tour of the Moon Bicycle Tour to travel through Colorado National Monument: <http://www.publicnow.com/view/0596DF68CD30A51AA676E39E36F3B8DE9B078F0F?2018-09-26-18:00:19+01:00-xxx2981>
- Mazes, patches open season: [https://www.gjsentinel.com/entertainment/mazes-patches-open-season/article\\_29daf834-c286-11e8-a28c-10604b9f6eda.html](https://www.gjsentinel.com/entertainment/mazes-patches-open-season/article_29daf834-c286-11e8-a28c-10604b9f6eda.html)
- Trek Dirt Series in Fruita: <https://www.pugski.com/threads/trek-dirt-series-fruita-co.11694/>
- Grand Valley Transit gets new bus: <https://www.kjct8.com/content/news/--494549531.html>
- Study aims to determine how to reduce landfill waste: [https://www.gjsentinel.com/news/western\\_colorado/study-aims-to-determine-how-to-reduce-landfill-waste/article\\_ce420762-c210-11e8-ba77-10604b9ffe60.html](https://www.gjsentinel.com/news/western_colorado/study-aims-to-determine-how-to-reduce-landfill-waste/article_ce420762-c210-11e8-ba77-10604b9ffe60.html)
- Fruita taking steps to ban smoking in parks, open spaces: <https://www.kjct8.com/content/news/Fruita-works--494327391.html> AND Fruita may ban smoking: <http://www.580kubc.com/fruita-may-ban-smoking/>

- Health and wellness series continues: <https://thebusinesstimes.com/health-and-wellness-series-continues/>
- Shortage of specialists pushes patients out of valley: [https://www.gjsentinel.com/news/western\\_colorado/shortage-of-specialists-pushes-patients-out-of-valley/article\\_a7abfa16-bee8-11e8-aa17-10604b9ffe60.html](https://www.gjsentinel.com/news/western_colorado/shortage-of-specialists-pushes-patients-out-of-valley/article_a7abfa16-bee8-11e8-aa17-10604b9ffe60.html)
- Land remains a good investment; <https://thebusinesstimes.com/land-remains-a-good-investment/>
- Fruita community center closed Monday: <https://www.kjct8.com/content/news/Fruita-Community-Center-closed-until-Monday--493994781.html>
- Man pleads guilty to charges in Skipper Island Fire: <https://www.westernslopenow.com/news/local-news/man-pleads-guilty-to-charges-in-skipper-island-fire/1465090633>

**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.):*

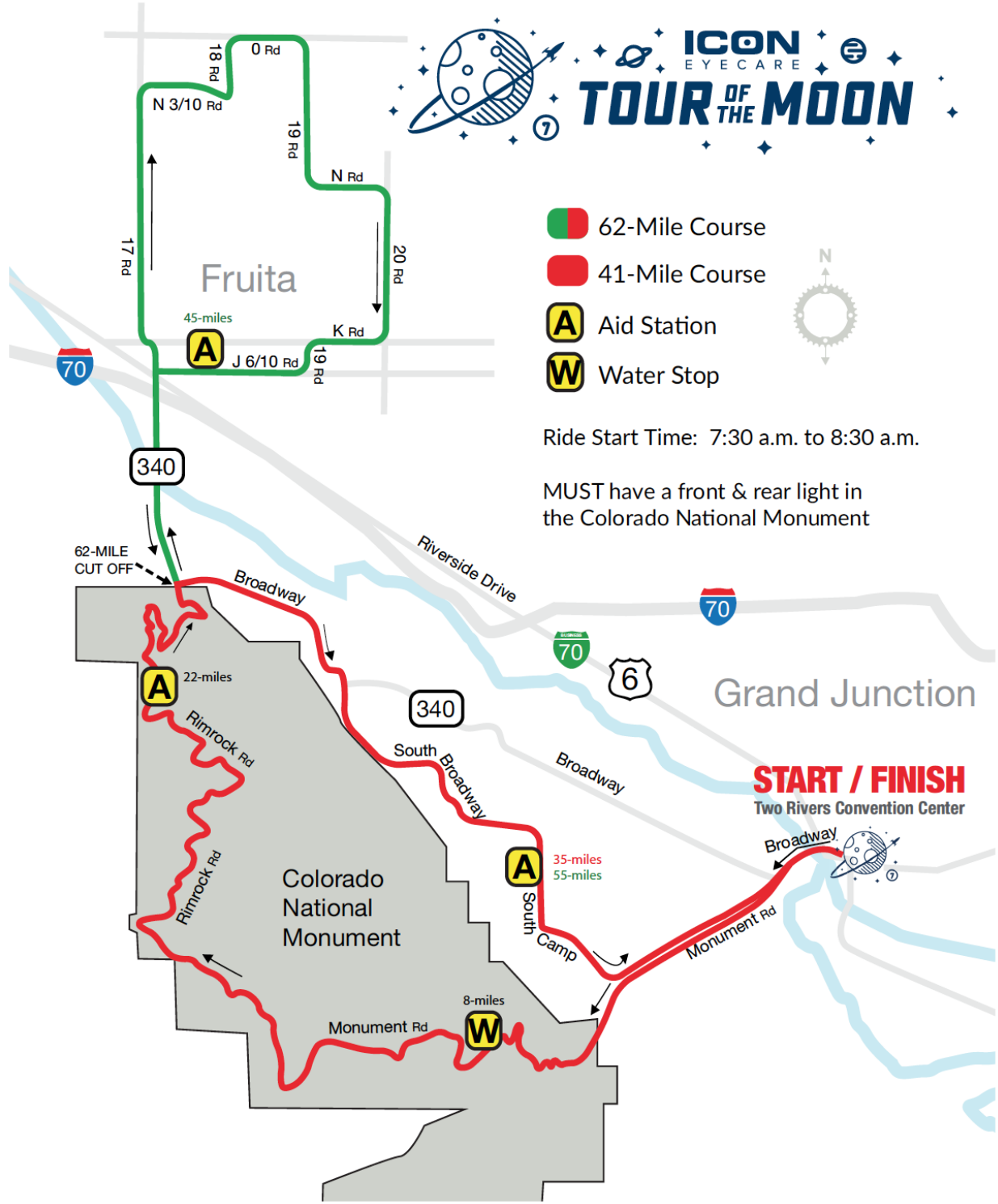
- **Today, Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park, Food Truck Friday, and a bonfire on Mulberry.
- **Tonight, Sept. 28** is also an event at Bestslope Coffee with Pete Piccolo, Bicycle Colorado's Executive Director, as a guest speaker discussing what Bicycle Colorado does for the state how they can coordinate more with local cyclists.
- **Sept. 29** is the wake board contest at Imondi Wake Zone at 2pm – the evening with live music and food.
- **Sept. 29** is also the Tour of the Moon that will ride through Fruita.
- **Oct. 5** is the 3<sup>rd</sup> annual Colorado Outdoor Recreation Industry Leadership Summit in Colorado Springs.
- **Oct. 10** is the CML Fall District 11 Meeting at the Collbran Job Corps Civilian Conservation Center from 4-8 pm. Staff will be busy with the Trails Summit and not able to attend. If you are interested in attending, please let Deb know before Oct. 3.
- **Oct. 10 -12** is T.H.E. Trails Summit at the Community Center. Info below.
- **Oct. 11** will be the formal Kokopelli Section of the Riverfront Trail Celebration in downtown Fruita—more to come.
- **October 30** will be a special joint City Council and D51 Board of Education meeting at 6:30 pm in at the Fruita Civic Center.
- **Nov. 9** will be the 4<sup>th</sup> annual Economic Development Summit hosted by AGNC in Rangely at the CNCC – Rangely Campus from 9 am – 3 pm.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
  - 11/23/2018 (Friday) 2pm - 6pm: Team Gobble Cross at Little Salt Wash Park, Fruita. Random team assignment cyclocross bike racing while celebrating Thanksgiving.
  - 11/24/2018 (Saturday) 8 am - 4 pm: Salty Cross Day 1 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.
  - 11/25/2018 (Sunday) 8 am - 4pm: Salty Cross Day 2 at Little Salt Wash Park, Fruita. Cyclocross Bike Races & 5k cross country run race.

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





62-Mile Course

41-Mile Course

Aid Station

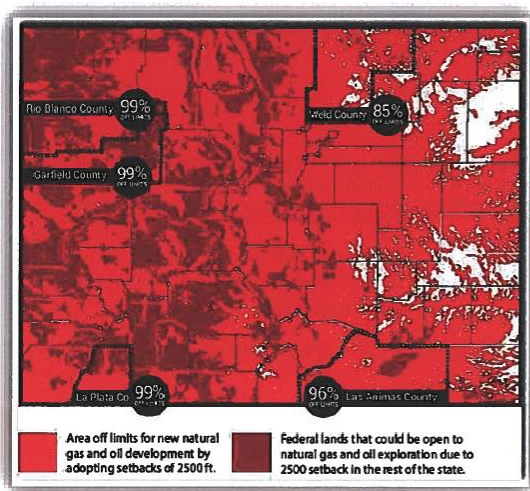
Water Stop



Ride Start Time: 7:30 a.m. to 8:30 a.m.

MUST have a front & rear light in the Colorado National Monument

**START / FINISH**  
Two Rivers Convention Center



Colorado's oil and natural gas industry has been an important part of our state's history for over 100 years. It employs over 100,000 workers, helps fund our schools, keeps our energy costs low, and has an annual economic impact of \$32 billion to the state.

## What is Proposition 112?

Proposition 112 (previously Initiative 97) is a statutory ballot measure that if passed, will establish a 2,500-foot setback between new oil and natural gas development and occupied structures or other vulnerable areas. Vulnerable areas include, but are not limited to: playgrounds, permanent sports fields, amphitheatres, public parks, public open space, public and community drinking water sources, irrigation canals, reservoirs, lakes, rivers, and perennial or intermittent streams and creeks.

If the state or any local government decides other areas need to fall within this setback, they would have the discretion to do so under Proposition 112. Federal lands are excluded from this measure.

While advocated as a simple buffer zone increase, this measure is anything but. If passed, the measure would devastate the oil and natural gas industry, eliminating jobs, drastically reducing tax dollars for schools, parks and libraries and stripping away the private property rights of thousands of Coloradans. Illustrated in the image above, **94 percent** of private lands in the top five oil and natural gas producing counties in Colorado would become off limits to new development.

## Economic & Fiscal Impact

The passing of Proposition 112 would have far-reaching, negative effects on Colorado. According to a [study](#) conducted by the Common-Sense Policy Roundtable<sup>1</sup> and a coalition of other organizations, they found that:

- Proposition 112 would kill up to **147,800** good-paying jobs in Colorado by 2030, with up to **43,000 jobs** being lost in the first year alone.
- From 2019 to 2030 the estimated loss in state GDP would be **\$218 billion**, with the state losing \$26 billion annually in GDP by 2030.
- From 2019 to 2030 over **\$147.6 billion** in personal income would be lost.
- From 2019 to 2030 an estimated **\$7 to 9 billion** in state and local tax revenue would be lost, with that amounting to a loss of more than \$1 billion annually by 2030.

<sup>1</sup> "Increasing the Oil and Gas Setback Requirement to 2,500-feet in Colorado, The Economic and Fiscal Impacts of 2018 Initiative 97." Chris Brown & Zhao Chang. Common Sense Policy Roundtable, Colorado Concern, Denver South Economic Development Partnership, Colorado Bankers Association, Colorado Association of Realtors. 2018

Updated: 9.20.2018



Colorado's schools, parks and libraries would also be affected. In 2016 and 2017, Colorado's K-12 system benefited from over \$700 million in local oil and natural gas tax revenue. Counties received almost \$350 million, municipalities received over \$66 million, and special districts received over \$270 million.

### Impacts Outside Industry

As a primary employer, every direct job within the oil and natural gas sector leads to 4 to 5 additional Colorado jobs. Many sectors of Colorado's economy rely on the business that the oil and natural gas industry generates, including trucking companies, hotels, restaurants, retail stores, and many others. Proposition 112 would take away up to:

- 16,000 Retail Jobs
- 10,000 Construction Jobs
- 9,000 Teachers & Government Jobs
- 6,000 Real Estate Jobs
- 12,000 Health Care Jobs
- 9,000 Hotel & Food Service Jobs

In fact, 147,800 jobs could be lost overall, with 77 percent of those job losses occurring outside of the oil and natural gas industry.

### Strongest Regulations in the Nation

Colorado has arguably the strongest regulatory framework for oil and natural gas development in the nation. Not only is the industry regulated by federal agencies such as the EPA, but also by state agencies like COGCC, CDPHE, and Colorado Parks and Wildlife. Local governments also have a say in oil and natural gas development, regulating the industry through land use provisions. If oil and natural gas is being extracted in Colorado, it is being done safely and responsibly.

### Additional Resources & Information

[COGCC GIS-Based Impact Assessment of Initiative #97](#)

[CSPR Economic and Fiscal Impacts of 2018 Initiative #97](#)

[COGA Statement: Voters to face half-mile setback measure](#)

[Protect Colorado](#)

[For More Oil & Natural Gas Industry Informational Fact Sheets:](#)

[www.coga.org/energy-education/factsheet](http://www.coga.org/energy-education/factsheet)

Updated: 9.20.2018



## 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 9/18 • 1-4pm  
Thursday 10/4 • 6-9pm  
Friday 10/19 • 9am-12pm  
Friday 11/9 • 1-4pm - Fruita

### 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 9/20/18  
10/20/18

#### Business Planning

Write a plan to help ensure the success of your business 9/13/18  
10/13/18

#### Internet Strategies

Learn how to be accessible through the internet 9/6/18  
10/11/18

#### Licensing

License your business online 9/27/18  
10/27/18

#### Cash Flows

Learn how to do a cash flow budget using Excel 8/30/18  
10/4/18



Sept. 28  
1-3PM

### How to sell, list, and prosper on Amazon.com

We will address the ins and outs of selling on Amazon.com, including how to list your products, ship items to Amazon, or directly to your customers, and how much it costs. This workshop goes over everything from getting started to wholesaling to Amazon.

The PowerPoint presentation includes a lot of detail and is followed by a lengthy Q&A session.

September 28, 1:00 - 3:00 p.m.  
Cost is \$35

Call (970) 243-5242 to register or visit [giincubator.org](http://giincubator.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.

Sept. 14<sup>th</sup>  
2-4PM

### How to Protect What's Yours UNDERSTANDING INTELLECTUAL PROPERTY

Judith Keene, Senior Counsel with Holzer Patel Drennan, from Denver will lead this workshop on understanding intellectual property and how to protect what is yours.

Topics include:

- Patents
- Trade Secrets
- Domain Names
- Trademarks
- Copyrights
- Contracts

Networking to follow!

Cost: \$10

*"Those who say it cannot be done, should not interrupt those doing it."*

-Chinese Proverb

### Bookkeeping Bootcamp

UNDERSTANDING FINANCIAL STATEMENTS

Oct. 11<sup>th</sup>  
9AM-2PM

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

## 2019 BUDGET REVIEW CALENDAR

### September 25 City Council Workshop

- Presentation and overview of proposed 2019 Budget MS
- Review/Update Budget Policies MS
- Future budget review discussions/calendar MB

### October 2 City Council Meeting

- General Fund Overview MS
- Police Department Budget Presentation DK
- Planning Department Budget Presentation DC
- Public Works General Fund KH

October 16 City Council Meeting

- Capital Projects Overview SA
- Sewer Fund KH
- Fleet Maintenance Fund KH
- Irrigation Fund KH

October 23 City Council Workshop

- Personnel Issues (health care, pay plan, staffing) OB
- Outside Agency Funding Requests and Policy MB/MS
- Marketing and Promotion Fund OB
- Other Funds (Trash, DCC, CTF, DTS) MS

November 6 City Council Meeting

- Community Center Fund TN
- Parks and Recreation – General Fund TN

November 20 City Council Meeting

- Public Hearing – 2019 Budget Overview MS

November 27, City Council Workshop

- Wrap Up – Finalization of outstanding issues MS

December 4 City Council Meeting

- Final Adoption of Budget MS
  - Adoption of 2019 Fees and Charges Resolution MS
  - Adoption of Mill Levy MS
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# T.H.E. TRAIL SUMMIT

TRAILS HUMANITY EXPERIENCE

A SERIES OF CONVERSATIONS + SESSIONS FOR CUTTING "EDGE" MTB DESTINATIONS



T.H.E. TRAIL SUMMIT EXISTS TO FAST-TRACK LEADERS WITH CUTTING EDGE CONVERSATIONS AND TOOLS PERTAINING TO COMMUNITY DEVELOPMENT THROUGH TRAILS, OUTDOOR RECREATION AND MOUNTAIN BIKE TOURISM. IT IS A PLACE WHERE LAND MANAGERS, COMMUNITIES, BUSINESS OWNERS AND TRAIL ADVOCATES WILL JOIN TOGETHER TO PARTICIPATE IN THREE DAYS OF WORKING SESSIONS TO ADDRESS TRAILS-BASED ECONOMIC DEVELOPMENT.

Greetings Friends!

Registration is now open for 100 seats at [T.H.E. Trail Summit](#), happening October 10-12, 2018 in Fruita, Colorado. Hosted by [Over the Edge Sports](#) and the [City of Fruita](#); **T.H.E. Trail Summit** is three days of working sessions to address trails-based economic development. We aim to host the most relevant conversationS in mountain biking today and help attendees explore options, clarify intentions, navigate process and realize their vision for their destination.

Twenty four years ago in the birth of Fruita mountain biking, we knew that we needed to do more than just "build trails." The vision of Fruita had to be special in order to draw people's attention. Today an immeasurable number of places are grabbing for the attention of the mountain bike audience. Dozens of styles from free-ride to e-Bike to pump track in the park are being implemented to drive tourism and competition has skyrocketed. *So why isn't every town that has great singletrack the hottest new destination?* The paths to success are blurry; trail style and user demographics are getting confused and are setting the stage for failed efforts, wasted funds and scars across the land.

Where do you lie in this tangled web of trails-based recreation? What is the “beautiful forward” for your place, your community, your neighbors and our sacred planet? What about the future of trails for coming generations? These are the serious conversations we are going to share at T.H.E. Trail Summit. We hope you can join, become part of the solutions and bring your knowledge and gifts to this group of forward thinking trails/bike industry professionals! Please [register now \(click to register\)](#) or *forward this email* to any of your co-workers/contacts that may find this relevant to their projects.

**The fun and more specific details:**

**Who is invited to participate?** Community Leaders, Local, Land Managers, Regional and State Governments, Trail Designers and Builders, Tourism Professionals, Community Stakeholders, Project Managers and Leaders, Trail/Recreation Volunteers, Advocacy Representatives, and individuals that are committed to trail projects.

**Who will be presenting?** Our presenters bring decades of insight and experience to help you take an introspective look at yourselves, your community and your path forward in trails, community development, and enhancing people's lives. We have people and panels representing every facet of trails-related development. [Click here to learn more and see who will be speaking and on what.](#)

The presenters will be more like facilitators; they will be prepped to ask more questions, lead conversations and create a workshop environment so that people are not needing to sit, listen and integrate, but instead can be curious, find answers and start problem solving.

**How will we address this?** Each day of the summit has a theme and as a group we will experience these topics through discussions, speakers, panels, experiential learning, and social/networking opportunities. [See the schedule here.](#)

**Why should you join us?** The goal of this summit is to help attendees understand the true broad picture of trails-based tourism. Attendees will benefit because in addition to participating in the think-tank of the future of mountain biking they will be provided a blank Community Road Map that they can take back to their communities and be able to craft a vision with their community cohort!

**For more information please check out our website or [email us directly.](#)** The link to the registration/information page is: <https://www.eventbrite.com/e/the-trails-summit-tickets-44727563346>. Let us know that you can make it and RSVP on our [Facebook page!](#)

We look forward to sharing [T.H.E Trail Summit](#) with you and wish you an adventurous, happy riding season until then!

Thank you kindly,

**Troy Rarick, Brittany Phelps, and Paul Aieta**

**Over the Edge Sports, Ltd.**

*T.H.E Trails Summit, Fruita*

October 10th-12th, 2018

Sign up today! [www.thetrailsummit.com](http://www.thetrailsummit.com)

**REGISTER NOW!**

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## LOGISTICS

**Dates:** Wed Oct. 10th-Fri. Oct. 12th, 2018.

**Location:** Fruita Community Center, Fruita, CO

**Cost:** \$399/per person

**Includes:** 3 days of workshops, morning coffee & pastries, lunch daily, and evening social events. Each person/organization will also receive a community road map template and workbook to take back to their communities.

## REGISTER TODAY!

Learn how trails-based tourism can better equip your community for long-term success. Register online.

**Space is limited.**





# T.H.E. TRAIL SUMMIT

## ITINERARY

### WEDNESDAY, OCTOBER 10

- 4:00PM ARRIVAL & EVENT CHECK-IN
- 4:30PM "SAY NO UNTRUE THING," THE SINGLE TRACK FROM FRUITA TO FRUITATION: THE POWER OF VISION BY TROY RARICK
- 5:30PM KEYNOTE: "TRAILS CONNECTING PEOPLES, PLACES, COMMUNITIES AND ECONOMIES" BY PETER SOLL4
- 6:30PM HAPPY HOUR SOCIAL

### THURSDAY, OCTOBER 11

- 9:30AM THEME OF THE DAY: INTENTIONAL DESIGNED DESTINATIONS BY TROY RARICK
- 10:00AM TRAILS W. PURPOSE; "CLINO OVER EGO," TRAIL-TOOLS FOR ACCURATELY CREATING ENERGIZING TRAIL EXPERIENCES FOR YOUR USER" BY TONY BOONE
- 11:00AM Q&A PANEL DISCUSSION: PETER SOLL4, TONY BOONE, CITY OF FRUITA, TROY RARICK, JON PRESCOTT, DAVE WIENS
- 12:15PM LUNCH
- 2:00PM "FINDING FLOW IN THE DAUNTING WORLD OF BUREAUCRACY; HONORING PEOPLE, PARTNERS, PLANET AND PROCESS" BY CLINT KINNEY
- 2:45PM "NOT JUST A CYCLIST ANYMORE," DISCOVERING AN IDENTITY IN THE VAST EXPANDING WORLD OF TRAIL BASED RECREATION" BY DAVE WIENS
- 4:00PM Q&A PANEL DISCUSSION: DAVE WIENS, MIKE BENNETT, COPMOBA REP, CLINT KINNEY, WILDLIFE REPRESENTATIVE, PATRICK KELL
- 5:00PM EXCURSIONS DEPARTING FROM OVER THE EDGE, FRUITA
- 8:00PM BEER TASTING EVENT AT COPPER CLUB

### FRIDAY, OCTOBER 12

- 9:30AM THEME OF THE DAY: "EXPERIENCE THIS," THE ENERGY OF FORWARD. COMING TOGETHER, COMING CLEAN & CONNECTING DOTS" BY TROY RARICK
- 10:00AM "ROOTS IN THE DIRT," DIGGING THE PATH FROM VISION TO REALIZATION THAT HONORS PEOPLE, PROCESS AND OUR PLANET" BY NICK BOWMAN
- 11:00AM "THERE'S MORE THAN WINNING," EVENTS & AN INDUSTRY EMBRACING THE FUTURE OF TRAILS-BASED EXPERIENCES" BY ANDREAS HESTLER
- 11:45AM Q&A PANEL DISCUSSION: JEN ZEUNER, ANDREAS HESTLER, NICK BOWMAN, PETER SOLL4, BARB BOWMAN, HIGHLINE LAKE STATE PARKS
- 12:15PM LUNCH
- 2:30PM CONFERENCE CLOSE "MY FAVORITE TRAIL IS THE ONE I HAVENT RIDDEN YET. THE NEXT 25 YEARS...TROY RARICK
- 3:30PM RIDES DEPART OVER THE EDGE, FRUITA

[Click here to learn more about the schedule!](#)



**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.