



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: SEPT. 7, 2018  
Re: WEEKLY INFORMATION UPDATE

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### **Vote for Fruita—Elevation Outdoors' Top Towns 2018**

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! Voting will run through October 1, so start voting daily at [www.elevationoutdoors.com](http://www.elevationoutdoors.com)!

### **Another Adventure-filled weekend in Fruita**

The two-day Kokopelli 140 mountain bike racers left from Circle Park to Moab at 7am this morning, led by Mayor Kincaid. At noon today the runners leave from Westwater, UT to Moab and at midnight tonight the one-day riders, relay riders and pros leave for Moab, including our City team. Also this weekend is the Desert's Edge Triathlon at Highline Lake.



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



#### **TID BITS:**

- Short and sweet this week...Have an awesome weekend!

#### **Engineering**

- Working on getting contract and bonds together to start the Cedar Way Infrastructure Improvements with Dirtworks Construction, LLC.
- Piles were driven this week on the 2018 Highway 6 Sewer Extension project. They will be the support for the proposed manholes due to the wet soils at the trench depths.
- Rim Rock Trail work continues between Arches Drive and Aspen Village Subdivision.

#### **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 currently under construction. Sewer and Water connections have been completed. Roads and sidewalks are constructed.
- 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 (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.
- Brandon Commercial Phase III has been submitted for review
- Snooks Bottom BBQ Site Design (132 West McCune Ave)

**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

**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	Thursday, August 30, 2018 <b>RSVP by August 24, 2018</b> Lunch: Hot Tomato	12:00 PM – 1:00 PM
Census 2020	Monday, September 10, 2018 <b>RSVP by September 4, 2018</b> Lunch: Jimmy Johns	12:00 PM – 1:00 PM
An Urban Renewal Authority In Action	Wednesday, October 3, 2018 <b>RSVP by September 26, 2018</b> Lunch: Jimmy Johns	12:00 PM – 1:00 PM

**Parks & Recreation**

- The outdoor pool is closed and the dogs enjoyed a day in the pool on Tuesday!
- The Community Center will be closed the week of the 17<sup>th</sup> for annual maintenance week.

### Police

- The Police Department will be joining the LVFPD in participating in September 11 memorial events.

### Human Resources/Tourism

- The Tourism special event applications are out and noticed—due Sept. 28.  
<https://www.fruita.org/hr/page/2019-tourism-and-special-events-funding-application>

### Admin/Finance

- The City received the distribution of severance tax and mineral lease funds from the State in the amount of \$143, 470. This was budgeted at \$110,000.
- The new accountant, Billie Nix, started work on Monday!
- The budget preparation process continues.

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

- Racers go from Fruita to Moab:  
[http://www.moabsunnews.com/get\\_out\\_and\\_go/article\\_55474f50-b1f5-11e8-8c29-bf37677d0a5d.html](http://www.moabsunnews.com/get_out_and_go/article_55474f50-b1f5-11e8-8c29-bf37677d0a5d.html)
- Plump pumpkins are almost ready for picking at Moon Farm:  
<http://www.nbc11news.com/content/news/492344991.html>
- Drawing attention to the monument from the interstate could be a boon:  
[https://www.gjsentinel.com/opinion/columns/drawing-attention-to-the-monument-from-the-interstate-could-be/article\\_45150d0e-ae6a-11e8-b61c-10604b9ffe60.html](https://www.gjsentinel.com/opinion/columns/drawing-attention-to-the-monument-from-the-interstate-could-be/article_45150d0e-ae6a-11e8-b61c-10604b9ffe60.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.*):

- **Today, Sept. 7** is Food Truck Friday from 5:30 – 8:30 pm in Civic Center Park.
- **Sept. 7 & 8** is the Kokopelli 140 Ultra Run and Mountain Bike Race from downtown Fruita to Moab. [www.kokopelli140.com](http://www.kokopelli140.com) Mayor Kincaid is riding the two-day race—all 140 miles, and the City will also have a relay team!
- **Sept. 8-9** is the 7<sup>th</sup> annual Desert's Edge Triathlon at Highline Lake State Park from 7am – 1:30pm (Two days of racing and a weekend of camping with other triathletes and their fans).
- **Sept. 8** you are invited to join XCEL Energy in their annual Day of Service from 8-11 am volunteering for STRIVE or Rivers Edge West. This means you can serve at the Western Colorado Botanical Gardens doing a variety of jobs including painting, sanding, weeding, etc. or at Rivers Edge West working to remove invasive species along the riverfront.
- **Sept. 15** is the Fruita Residents & HOA Board Member Workshop with our Code Compliance Officer from 9 am – 11 am at the Fruita Community Center.

- **Sept 21** is the Old Fossil Golf Tournament fundraiser for the Museum of Western Colorado and Family Health West at Adobe Creek <https://museumofwesternco.com/event/old-fossil/>
- **Sept. 21-23** is the 104<sup>th</sup> annual Fruita Fall Festival presented by Alpine Bank. <https://fruitafallfestival.com/>
- **Sept. 28** is the last Food Truck Friday for the year from 5:30 – 8:30 pm in Civic Center Park.
- **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 4-8pm. 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.
- **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><u>For more information, or if you don't see the event you were looking for:</u></b>  <b>City of Fruita Parks and Recreation Department (970) 858-0360</b>  <b>Fruita Tourism <a href="http://www.gofruita.com">www.gofruita.com</a> (970) 858-8373</b>  <b>Fruita Chamber of Commerce (970) 858-3894</b></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 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*

<b>Market Research</b>	
Learn to use market research tools to generate more business	9/20/18 10/20/18
<b>Business Planning</b>	
Write a plan to help ensure the success of your business	9/13/18 10/13/18
<b>Internet Strategies</b>	
Learn how to be accessible through the internet	9/6/18 10/11/18
<b>Licensing</b>	
License your business online	9/27/18 10/27/18
<b>Cash Flows</b>	
Learn how to do a cash flow budget using Excel	8/30/18 10/4/18



### Sept. 28 1-3 PM

#### 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 [gjincubator.org](http://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. SBDC 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



June 23—September 15, 2018

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# SATURDAYS

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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







# Alpine Bank

# 2018 FRUITA FALL FESTIVAL

Celebrating Small Town America



## WHEN

September 21- 23, 2018

## WHERE

Downtown Fruita, CO

### FEATURING :

Julie Roberts • Danny Barnes • Kory Brunson Band • ATOMGA • Bruce Hayes & Ragged Mountain • Les Choy's Gypsy Jazz Social Club • Stray Grass • Tight Thump • Clyde McGee • Shaun Ray & Ruby Horsethief • Freeway Donna • Tim + Richard • Lizzy Plotkin & Natalie Spears • Still House String Band • Ethan Archer Band • Mallory Nelson & Camp Hope Worship Team •

ALL EVENT INFORMATION CAN BE FOUND AT:

**WWW.FRUITAFALLFESTIVAL.COM**

OR CONTACT THE FRUITA AREA CHAMBER @ 970-858-3894  
FOLLOW US ON FACEBOOK @FRUITAFALLFESTIVAL

- FREE ENTRY
- ALL AGES
- 3 DAYS
- FREE CONCERTS
- CARNIVAL
- VENDORS
- PARADE
- VIP TENT
- SUNDAY FUNDAY
- COMPETITIONS & PRIZES



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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 "SA4 NO UNTRUE THING," THE SINGLE TRACK FROM FRUITA TO FRUITON; THE POWER OF VISION BY TROY RARICK
- 5:30PM KEYNOTE: "TRAILS CONNECTING PEOPLES, PLACES, COMMUNITIES AND ECONOMIES" BY PETER SOLL4
- 6:30PM HAPP4 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.