



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: OCTOBER 26, 2018
Re: WEEKLY INFORMATION UPDATE

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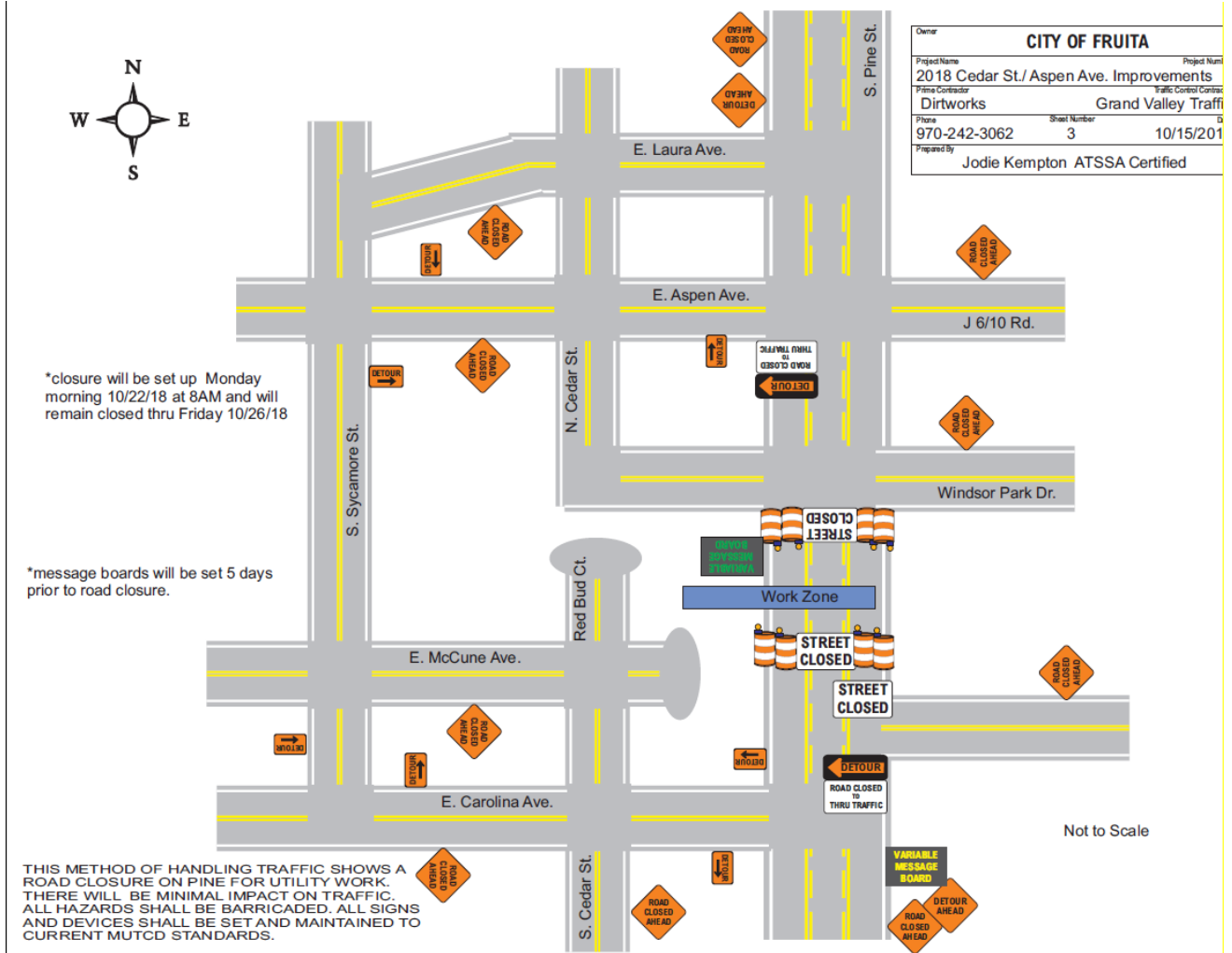
Recreation Dept.
970-858-0360

Tuesday's City Council Joint Workshop with D51 Board of Education

We will hold a special workshop on this fifth Tuesday with the D51 Board of Education. I will give them a brief overview of our goals and population growth. They will then present some of the current work to address the student capacity issues at Fruita schools and scenarios they are working on currently in conjunction with the long-range facility planning process. Time will then be available for open discussion.

Pine Street Closure

The contractor has completed the installation of the utilities in Pine Street for the Cedar Way Infrastructure Improvements project. Repaving of the pavement surface is scheduled for Saturday, October 26th assuming the weather holds out. If paving is not completed this Saturday, it will be scheduled for this coming Monday. As soon as the paving operations are complete, Pine Street will be reopened to traffic.



General Updates

- We submitted the administrative grant to DOLA for our comprehensive plan update.
- We also submitted the REDI grant with DOLA for the lagoons.
- We are also finalizing the GOCO grant for the update of the POST plan due next week.
- Mayor Kincaid, Mayor Pro-Tem Buck, Ture and I met with the Colorado Parks & Wildlife Grant Committee and local BLM staff Thursday to tour trails and discuss maintenance and partnerships. This is the group that we received the North Fruita Desert Master Plan grant from.
- I had a great meeting with the new Interim Superintendent and the Assistant Superintendent of the School District planning the agenda for the joint BOE and City Council meeting Tuesday.
- Councilor Karisny, Dan, Sam and I attended the D51 Long-range planning workshop #2 Tuesday evening. The Demographer presented scenarios for new schools in Fruita for the group to discuss. None of these are concrete at this point, but they are being reviewed. A few slides from the presentation are below:

FRUITA – FUNDAMENTAL OBSERVATIONS

- The Rim Rock Attendance Area is the Most Rapidly-growing Area in the District
- Development Has Accelerated From 3 New Homes / Month to 10 / Month During Warm Months, but Would Not Be Considered a Boom – Impact is Concentrated on Rim Rock
- The Most Logical Location of a New K-8 or K-5 School is Northeast or East of Rim Rock
- 50-year Development Trajectory - New Development Will Start at 19 Road and J and Extend Northerly and Wrap Around the Municipal Perimeter in a Westerly Direction
- Water & Sewer Lines Will Lead This Trajectory and Be Limited by Drainage Crossings
- The 19 Road Corridor is Approximately Five Years Away from Water & Sewer Availability
- The Area South of I-70 Does Not Have Enough Students to Justify Schools
- Shelledy ES and Fruita MS are Located on the West Side of the Community and are Not Positioned to Allow P-8 Conversion – They Must Remain a K-5 / 6-8 Combination
- A Vertical Boundary Change West of 18 Road Could Increase Shelledy / Fruita MS and Reduce Rim Rock But Might Increase Free and Reduced Percentages to the East
- The 8-minute Walk Between Fruita 8/9 and Fruita-Monument HS Make a Two-building HS Campus Complicated, but Not Impossible Due to Extended Passing Period Challenges

Potential Fruita Scenarios

	Short Term		Long Term	
	Option 1 - P-5	Option 2 - P-8	Option 1 - P-5	Option 2 - P-8
Shelley ES	P-5 No Change	P-5 No Change	P-5 No Change	P-5 No Change
Fruita MS	Continue as 6-7	Westside 6-8	Westside 6-8	Westside 6-8
Rim Rock	P-5 No Change	P-8 conversion	P-5 No Change	P-8 conversion
New School	P-5	P-8	P-5	P-8
Fruita 8/9	Continue as 8-9	9th Grade Center	Eastside 6-8	Convert to P-8 (Requires New P-8 in North Location)
FMHS	10-12	10-12	9-12 - Add Fifth Comprehensive High Sch	9-12 - Add Fifth Comprehensive High Sch
	1	2	1	2

Three High School Scenario

Year	School	9	10	11	12	Total	Capacity	Seats Available
2019	GRAND JUNCTION	400	415	349	385	1553	1868	315
2020	GRAND JUNCTION	384	392	365	334	1475	1868	393
2021	GRAND JUNCTION	437	376	347	349	1509	1868	364
2022	GRAND JUNCTION	444	430	328	325	1527	1868	341
2023	GRAND JUNCTION	352	437	380	308	1508	1868	360
2024	GRAND JUNCTION	417	374	387	263	1541	1868	327
2025	GRAND JUNCTION	430	410	326	369	1536	1868	332
2026	GRAND JUNCTION	400	424	361	309	1494	1868	374
2019	FRUITA MONUMENT	482	495	440	440	1859	1557	(302)
2020	FRUITA MONUMENT	500	496	476	445	1916	1557	(359)
2021	FRUITA MONUMENT	518	515	474	480	1988	1557	(431)
2022	FRUITA MONUMENT	505	533	493	478	2009	1557	(452)
2023	FRUITA MONUMENT	491	520	511	497	2019	1557	(462)
2024	FRUITA MONUMENT	496	506	498	515	2015	1557	(458)
2025	FRUITA MONUMENT	445	511	484	502	1945	1557	(388)
2026	FRUITA MONUMENT	444	462	489	489	1884	1557	(327)

- Split FMHS / GJHS into Three HS
- 3550 Students in Two High Schools
- 1183 Students in Three High Schools



Engineering

- Sidewalk grinding project is complete. Grinding took place at approximately 40 locations where concrete joints were offset.
- ADA improvements at Heritage Park have been completed.
- Cedar Way Infrastructure Improvement's storm drain connection in Pine Street completed.
- Highway 6 Sewer Interceptor is progressing with over 1,000 feet of pipe installed to date.

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.
- 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.)
- Grand Valley Estates II Major Subdivision
- Cooper Minor Subdivision
- Brandon Estates PUD Amendment and Preliminary Plan

Site Design Review:

- Munchies Restaurant: Currently under construction.
- FHE (Frank Henry Equipment): Construction is underway.
- Snooks Bottom BBQ Site Design (132 West McCune Ave)
- Raptor Rd Storage (614 Raptor Rd Storage)
- Colorado Canyons (Family Health West) has started construction of the hospital expansion.

Other Projects & Code Amendments:

- Land Use Code Amendment: Parking Exception Process
- Land Use Code Amendment: Revegetation Fee for Plat Hold process
- Land Use Code Amendment: Minor Subdivision
- Land Use Code Amendment: Downtown Mixed-Use
- Munchies Sign Variance

Parks & Recreation

- The ever-popular Truck-n-Treat is tomorrow on 10/27. Rec staff has secured a lot of the same great trucks and more for youth to see and climb on. Bring your Halloween bag for candy.
- The following Saturday, November 3rd is the Rim Rock Marathon. The race will once again finish in Circle Park. We are looking forward to hosting runners throughout the region and country to Fruita.
- Public Works and Parks staff have been pal'ing around this week. Together they have re-graded and placed boulders in the Snooks Bottom parking lot. The boulders are being placed to help direct parking as well as lesson the ruts caused from folks doing 'donuts'. We hope this is a good solution. We have also had sloughing on near the Creekside trail and working towards mitigating any long-term impacts.

Administration

- The City received a rating update on the 2009 Sales and Use Tax Revenue Bonds for the Fruita Community Center from S & P. The rating was upgraded from A to A+ based on criteria application.
- The updated 2019 Draft Budget is posted on the City's website at: <http://www.fruita.org/administration/page/finance>
- HR will begin recruiting/advertising to fill the Municipal Court Clerk position.

Police

- New Officer Sarah Hackley will be starting with us Monday, October 29th. She comes to us with a lot of good experience from Bernalillo County, AZ.

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

- Biz Buzz—Fruita's new J and J's Bar & Grill: https://www.gjsentinel.com/news/business/biz-buzz-oct/article_dd9aea62-d4ee-11e8-9d7b-10604b9f1ff4.html
- Retired deputy taught his skills to a generation: https://www.gjsentinel.com/news/western_colorado/retired-deputy-taught-his-skills-to-a-generation/article_bab7c9bc-d817-11e8-9fce-10604b9f6eda.html
- Construction industry short of workers: https://www.gjsentinel.com/news/business/construction-industry-short-of-workers/article_9943e552-d4ef-11e8-b0ed-10604b9f6eda.html
- Cowboys win 6th grade title; Chiefs capture 5th grade crown: https://www.gjsentinel.com/sports/community/cowboys-win-th-grade-title-chiefs-capture-th-grade-crown/article_a74e938c-d750-11e8-88a8-10604b9f6eda.html
- Double amputee rides scooter across Colorado: <https://www.nbc11news.com/content/news/498370891.html>
- CMU will Add Two to the Hall of Honor: <https://www.westernslopenow.com/sports/cmu-will-add-two-to-the-hall-of-honor/1542984408>

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, Oct. 27** is Truck-N-Treat in downtown from 10 am – noon.
- **Oct. 31** is Trick or Treat Street with downtown businesses from 3-5 pm. Drop into City Hall to see staff in 80's rock characters.
- **Oct.30** will be a special joint City Council and D51 Board of Education meeting at 6:30 pm at the Fruita Civic Center.
- **Nov. 2** is the Colorado West Land Trust Annual Open House from 4-7 pm at 1006 Main Street, GJ (invite below).
- **Nov. 3** will be the Rim Rock Marathon ending in downtown Fruita at Circle Park.
- **Nov. 9** will be the 4th annual Economic Development Summit hosted by AGNC in Rangely at the CNCC – Rangely Campus from 9 am – 3 pm.
- **Nov. 12** City offices will be closed in observance of Veterans Day.
- **Nov. 24** is Shop Small Business Saturday and will be the evening the City Holiday lights are turned on.
- **Nov. 23 – 25** is the annual, and much anticipated cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2 pm – 6 pm: 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.
 - **Dec. 8** is the annual Holiday Arts & Crafts Fair at the Community Center from 10 am – 3 pm.
 - **Dec. 8** is also annual Hometown Christmas and Parade of Lights in downtown Fruita at 5:30 pm.
 - **Dec. 8** is the first annual Tree Lighting at 6:30 pm in Circle Park and announcements of Parade winners (Poster below for all 3 events).
 - **Dec. 16** is the annual Cookies with Clause event at the Community Center at 6 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>.

CC. Department Directors



How to Start a Business in Western Colorado

This class covers the most commonly asked questions including how to do a trade name search, choosing the right legal structure, registering with the state, local licensing requirements, the business planning process, and options for financing your business.

\$55
Class Fee

Upcoming Class Dates

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
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. SBAs 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. 14th
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. 11th
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

- Personnel Issues (health care, pay plan, staffing) OB
- Marketing and Promotion Fund OB
- Capital Projects Overview SA
- Fleet Maintenance Fund KH
- Irrigation Fund KH

October 23 City Council Workshop

- Outside Agency Funding Requests and Policy MB/MS
- Other Funds (Trash, DCC, CTF, DTS) MS
- Sewer Fund KH

November 6 City Council Meeting

- Sewer Fund KH
- 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



Colorado West Land Trust Annual Open House Friday, November 2nd 4:00 to 7:00 pm

*Beverages and hors d'oeuvres will be served
See back for details*

Join us to celebrate conservation success!
Friday, November 2nd, 4:00 to 7:00 pm
at Colorado West Land Trust, 1006 Main St. GJ
Please RSVP by Nov. 1st Call: 970.263.5443 or
Email: info@cowestlandtrust.org

Thank you to our event sponsors!

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GOLD SPONSORS



SILVER SPONSORS



Additional Sponsors:
Palisade Brewing
Carlson Vineyards
Talon Wine Brands
The Ribber Catering
Talbot Farms Cider





FRUITA
COLORADO

HOMETOWN HOLIDAY

SAT. DECEMBER 8TH



10 am-3 pm

CRAFT FAIR

Fruita Community Center

5:30 pm

PARADE OF LIGHTS

Downtown Fruita

6:30 pm

TREE LIGHTING

& Parade Winners Announced

Circle Park

For more information contact
Fruita Community Center @ 970-858-0360
or Fruita Area Chamber of Commerce @ 970.858.3894





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.