



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: NOVEMBER 21, 2018
Re: **EARLY** WEEKLY INFORMATION UPDATE

325 E Aspen
Suite 155
Fruita CO 81521

Phone:
970-858-3663

Fax:
970-858-0210

E Mail
fruita@fruita.org

Web Site
fruita.org

City Manager's Office
970-858-3663

City Clerk/Finance
970-858-3663

Community
Development
970-858-0786

Engineering
970-858-8377

Human Resources
970-858-8373

Public Works
970-858-9558

Recreation Dept.
970-858-0360

General Updates

- City Offices will be Closed Thursday and Friday, Nov. 22-23 for Thanksgiving.
- City Council Workshop Rescheduled from Tuesday, Nov. 27 to 6-7 pm Dec. 4 prior to the regular City Council meeting at 7 pm due to the D51 Long-Range Facility Committee meeting from 4-8 pm Nov. 27.
- Remember Small Business Saturday this week to support the amazing small businesses in Fruita greatly support our economy!
- High Desert Surveying will soon begin conducting the needed survey for the lagoon property.
- Local law firm Hoskin Farina & Kampf will assist the City and our private partner to develop a private-partnership agreement we will bring to Council for discussion in December.
- We received a good response from attorneys and firms for our request for proposals for City Attorney services and will work with Mayor Pro Tem Buck and Councilman Karisny to narrow down interviews for Dec. 10 with the entire City Council and Staff Leadership Team.
- We are working on the grant agreement with DOLA for the Community Plan update.
- The RFP for a consultant to assist with the Community Plan update is drafted and will be reviewed and posted next week.

Engineering—Cedar Way & Street Project

Cedar St. was paved Tuesday, which completes all the improvements south of Aspen for this project. There will be a full closure of Aspen Ave. at Cedar St. next Thursday and Friday to install storm drain across Aspen. The contractor is planning on installing variable message boards at Aspen and Cedar this Friday and running them for 5 days prior to the closure. We will notify the schools and contacts as we did with the previous closure. We expect to be able to open Aspen to through traffic Friday afternoon barring any unforeseen issues. Of note, finishing the improvements on south Cedar accomplishes one of the main goals of this project, which was to provide better drainage for residents on S. Cedar St. Our intention was to have S. Cedar

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

buttoned up by Thanksgiving and to work on the remaining phases of the project over the winter months and we are now back on schedule to make that happen.

Major/ Minor 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.
- Brandon Estates PUD Amendment and Preliminary Plan
- 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

Site Design Review:

- FHE (Frank Henry Equipment): Construction is underway.
- Munchies Restaurant: Currently under construction.
- 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.
- Einstein's Bagels/Qdoba Site Design Review

Other Projects:

- 230 N. Mulberry St. CUP Vacation Rental
- 168 S Maple St. CUP Vacation Rental

Parks & Recreation

- Christmas lights in downtown Fruita and at the Fruita Community Center are now on at night for the community to enjoy. Thanks to the Parks staff for being creative and spreading the holiday cheer—they do an awesome job!

Public Works

- All the new street signs for Pine St. have been ordered.
- Crews and equipment are ready for snow.
- Work continues on more road asphalt patches.
- Public works teamed with Grand Valley power to transport new telephone poles from Sidney Nebraska to repair the I-70 billboard.
- Colorado Department of Transportation is blowing cracks and crack sealing Hwy 6 through Fruita.

- CDOT has a website for complaints if people contact you regarding this. <https://www.codot.gov/topcontent/contact-cdot>

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

- Flow of cash into state is up: https://www.gjsentinel.com/news/western_colorado/flow-of-cash-into-state-is-up/article_2f123b82-ed56-11e8-8bf2-10604b9ffe60.html
- Lunch lady provides healthy meals to kids: <https://www.kjct8.com/content/news/Lunch-lady-provides-healthy-meals-to-kids-500638431.html>
- CSP introduces “Hidden Scars” video series: <https://www.westernslopenow.com/news/local-news/csp-introduces-hidden-scars-video-series/1601380967>
- Elected officials shuffle in their jobs: https://www.gjsentinel.com/news/western_colorado/elected-officials-shuffle-in-their-jobs/article_cf7006a8-ec8f-11e8-bcd0-10604b9f1ff4.html
- Palisade Plunge gets \$527,000 grant: <https://www.kjct8.com/content/news/Palisade-Plunge-gets-527000-grant-500870881.html>
- Mesa County libraries host “Giving Trees”: <https://www.westernslopenow.com/news/local-news/mesa-county-libraries-host-giving-trees-/1608183634>

UPCOMING EVENTS *(Please 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 when needed.):*

- **Nov. 22-23 City offices will be closed for the Thanksgiving holiday.**
- **Nov. 24** is Shop Small Business Saturday.
- **Nov. 23 – 25** is the annual cyclocross races at Little Salt Wash Park:
 - 11/23/2018 (Friday) 2pm – 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 – 4 pm: 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

- Friday 11/9 • 1-4pm - Fruita
- Tuesday 11/27 • 1-4pm
- Tuesday 12/11 • 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	11/29/18 1/10/19
Business Planning	
Write a plan to help ensure the success of your business	11/28/18 1/3/19
Internet Strategies	
Learn how to be accessible through the internet	11/15/18 12/20/18
Licensing	
License your business online	12/6/18 1/17/19
Cash Flows	
Learn how to do a cash flow budget using Excel	11/7/18 12/13/18



“A true entrepreneur is a doer, not a dreamer.”

— Nolan Bushnell

Call (970) 243-5242 to register or visit www.gjincubator.org

All Date & Events Are Subject to Change

Events in Fruita will be held at FWorks Coworking
325 East Aspen Avenue
Fruita, CO
www.fruitaworks.org



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.

No Motivation?

Discover How Burnout Could Be Impacting Your Business and What You Can Do About It

Nov. 30 • 12-1:30PM

Cost: Free

This presentation is for entrepreneurs and business owners who want to learn the main signs of burnout so they can identify and treat symptoms that are showing up in their business.

- Learn the top signs of burnout and how it could show up in your business
- Discover how to ask other people to support you
- Beat feeling cynical in your business
- Get the #1 tip to combat burnout that you can apply in 10 minutes a day

Become a Confident Decision Maker and Take Control of Your Business

Jan. 11 • 12-1:30PM

Cost: Free

Go from agonizing over decisions to making choices that serve you and your business.

This presentation is for entrepreneurs and business owners who want to grow, but feel stuck where they are at currently and know that they need support to create the change they are looking for.

- Learn what could be keeping you stuck
- How to overcome common obstacles all entrepreneurs face
- Why listening to your intuition is so important
- And why putting yourself first will actually help your business

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

December 4 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



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.