



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: NOVEMBER 2, 2018
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Meeting

We have public hearings on the agenda Tuesday night related to land use code amendments, a sign variance request and a subdivision. We will also have 2019 proposed budget presentations on the sewer fund, parks and the community center. A discussion about upcoming Council meetings related to conflicts with a D51 meeting and holidays is also included.

Halloween

Participation at Truck-N-Treat Saturday and Trick-Or-Treat Street Wednesday were crowds of dressed up children and youth. Thanks to all who organized, supported and participated in these events! The 80's were brought to life in the Civic Center this year as well.



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



General Updates

A few highlights from this week included...

- a regular coordination meeting with the Chamber of Commerce (City will host the January After Hours event again),
- spending time with Outside Magazine on their trip to the area testing bikes,
- interviewing legal firms to assist with setting up a public-private partnership agreement for the lagoon redevelopment,
- prep work for the comprehensive plan update in 2019,
- brainstorming with frontline supervisors and a tech group on possible efficiency improvements to services,
- seeking quotes for the roundabout project,

- a productive joint Board of Education and City Council meeting, and
- handing out lots of candy to trick-or-treat street participants.

Engineering

- Highway 6 Interceptor Sewer Extension project continues. The soils are extremely wet near the bore for the Union Pacific Railroad and Highway 6 crossings. The contractor continues to install the sewer line from Manhole 4 eastward.
- Cedar Way Infrastructure Project completed the work in Pine Street last Saturday with the opening of the street in the late afternoon. Storm drain installation progresses towards Aspen Avenue. Prep-work for east Cedar Way sidewalk will continue this week with concrete sidewalk installation scheduled for next week.

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 has been approved (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 LWCF Conversion of the Fruita Park property (1.4 acres where the FCC is located) to the Wills Property (4.8 acres adjacent to the LSWP) is finalized - Boom, Mic Drop, Walk Away.
- The GOCO Planning Grant for a Parks, Health, Recreation, Open Space and Trails (PHROST, sounds like frost) Master Plan has been successfully uploaded and submitted. Now we wait, until March 2019 to hear our fate.
- Did someone say Christmas...but it's only Halloween. Yes, Parks staff is already hanging Christmas lights and getting ready to flip the switch on Holiday Joy. Lights are turned on Wednesday before Thanksgiving.

Administration

- We are working on quarterly grant reimbursement requests and have requested close out of the Priority Based Budgeting grant with DOLA.
- Sewer Fund Budget has been revised with recommendations from the Sewer Rate Study consultant.
- Discussed recruitment timeline for Municipal Court Clerk position with Judge Robinson.
- 2019 Proposed Budget uploaded to website.

Public Works

- As a member of the Technical Advisory Committee for the 5-2-1 Drainage Authority, Ken Haley has been assisting in the process to select a firm to complete a Stormwater Unification Feasibility Study for the Grand Valley. The 5-2-1 is anticipating to hear back on the DOLA matching grant in the next couple of weeks and will consider awarding a contract at their November 27th board meeting.
- Construction on the blower and air ionization projects at the WWRF has been held up most of this week due to some of the equipment delivered being damaged upon arrival. Construction will resume next week and are looking to be completed prior to Thanksgiving. These projects will treat the H2S issues in the Headworks building and improve the efficiency of the blower operations (equipment that has the highest electric usage in the plant).
- In the process of interviewing mechanics for an open position and hope to fill it soon.

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

- Fruita school squeeze: https://www.gjsentinel.com/news/western_colorado/fruita-school-squeeze/article_ec8f04c4-dccb-11e8-ad5c-10604b9ffe60.html
- Drug bust along Interstate 70: <https://www.nbc11news.com/content/news/Drug-bust-along-Interstate-70-499193851.html>
- Scariest house on the western Slope: <https://www.westernslopenow.com/sports/the-scariest-house-on-the-western-slope/1565846917>
- D51's concurrent enrollment expanding: <https://www.westernslopenow.com/news/local-news/d51-s-concurrent-enrollment-expanding/1568266394>

- Rim Rock Marathon returns: <https://www.westernsloopenow.com/news/local-news/rim-rock-marathon-returns/1567665624>
- Powderhorn getting new partner, investor:
https://www.gjsentinel.com/news/western_colorado/powderhorn-getting-new-partner-investor/article_6afef582-dd8d-11e8-81f2-10604b9f6eda.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, 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.
http://www.rimrockmarathon.com/index.html?utm_source=Weekly+Update+for+10%2F29%2F2018&utm_campaign=Weekly+Newsletter&utm_medium=email
- **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 Veteran’s Day.
- **Nov. 13** will be a special training for the Planning Commission at 5:30 pm prior to their regular meeting. City Council members are also invited as the training is in regard to procedural and legal issues surrounding the governing of annexations, zoning, subdivisions and process for public hearings. Ed sands will be training.
- **Nov. 15** is the Chamber Business After Hours at Rib City Grill in Fruita from 5:30 – 7:00 pm.
- **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) 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.
- **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 Light 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



GRAND JUNCTION Small Business Development Center
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. 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!

LEAD SPONSORS



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.