



FRUITA COLORADO

Weekly Info Update



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

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New Video Highlighting Fruita-BLM Partnership

Not long after the BLM state office took notice of the unique, effective partnership between the City of Fruita and our local Grand Junction BLM Field Office, they created a video to highlight how the two entities partner toward mutual vision and goals. See the newly released video here: <https://youtu.be/jmPeH4mHds0>

General Updates

- City sales tax revenue thru October is 14.17% above the same period in 2017.
- The winter issue of the City Link reaches households today. See the e-version on www.fruita.org or by clicking [here](#).
- A professional surveying firm, High Desert Surveying, was contracted and started work this week to provide survey information to be used to further the design of the lagoon redevelopment.
- Kelli McLean will be attending the Grand Valley Leadership Academy in 2019.

Engineering

- Cedar Way Infrastructure Improvements continues with work in the alley north of Aspen Avenue.
- Highway 6 Sewer has slowed. Wet conditions have prompted the staff and contractor to re-evaluate the direction moving forward.
- Maple Street Sewer design continues. Construction of the sewer and road improvements will be scheduled for June – August fitting the construction in when school is out of session.
- Chris Dehmel will be attending the Grand Valley Leadership Academy in 2019.

Planning & Development

To see active reviews of current projects, you may visit:

<https://www.fruita.org/cd/page/current-development-projects>

- The Planning Department submitted a Request for Proposals for the 2019 Community Plan Update. This plan update will establish a new framework for

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

managed growth and detail new ways to approach infill development. We are very excited as a City to engage the public with this plan update and continually pursue community planning best practices. Proposals are due Jan. 16.

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:

- FHE: 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.
- Einstein's Bagels/Qdoba Site Design Review
- Munchies Restaurant: Currently under construction.

Public Works

- Fruita had its first snow event of the season this past week, which provided a good test of the snow removal equipment with 6 separate breakdowns reported during the event. Fortunately, crews responded early enough that they were able to manage the event well and no significant safety issues resulted.
- Staff has finished their review of work order systems and will be moving forward with Dude Solutions, which seems to best meet the immediate work flow needs of the various divisions and has strong asset management tools that will assist in future planning.

Parks & Recreation

- The annual Arts and Craft Fair will be held this Saturday from 10 am – 3 pm at the Fruita Community Center – come down and find those stocking stuffers and other gifts. Later that evening, the Chamber's Parade of lights will be held with many floats, including one from the Fruita Parks and Recreation Department – fyi...there's live entertainment on our float!!!
- December 14th - 20th, the Fruita Health Club will be moving to a new location. In an effort to keep their patrons exercising through the Holiday season, they will be utilizing the Fruita Community Center during their shutdown. We are happy they reached out to us with this request and are happy we can help them out.
- Executive Director Jennifer Stoll has resigned from the Greater Grand Junction Sports Commission. She has been an extremely valuable asset for the Grand Valley, resurrecting the Rim Rock Marathon and attracting numerous other sporting events to our region. With Jennifer's resignation and the passage of 2A in Grand Junction, the Sports Commission is evaluating how the next several months and years will look. As you may know, the City of Fruita

has been an active participant in the Commission and its development. City Manager Mike Bennett will be meeting with the executive board and partner jurisdictions to discuss next steps of the GGJSC.

Administration

- With final adoption of the 2019 Budget, staff is working on preparing the final budget document with the goal of having it posted to the website and to the City Council and staff by the end of the year.
- Billie Nix will be attending the Grand Valley Leadership Academy in 2019.
- Margaret Sell and Deb Woods will be attending a webinar on the new liquor law legislation next week.

Municipal Court

- Mamie Alsup has joined the City of Fruita as the new Municipal Court Clerk. She is on board and has started training with Lisa Hamilton. Lisa will be retiring at the end of the year. Mamie has her work cut out for her following Lisa's excellent lead, but we are sure she is up to the task.
- Personal Service Agreements for the Municipal Judge and Associate Municipal Judge will be on the December 18 City Council agenda for action by the Council.

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

- No more smoking in public (misleading headline): https://www.gjsentinel.com/news/western_colorado/fruita-no-more-smoking-in-public/article_b435079a-f85a-11e8-9418-10604b9f6eda.html
- Ute Water shows appreciation for law enforcement: <https://www.westernsloopenow.com/news/local-news/ute-water-shows-appreciation-for-law-enforcement/1641807286>
- Fruita bans smoking in public spaces: <http://mix1043fm.com/gdpr/consent/?redirect=/fruita-bans-smoking-in-public-places/> AND <http://kekbfm.com/fruita-city-council-votes-no-more-smoking-in-public/>
- Safety officer shortage could lead to tax increase (GJ): https://www.gjsentinel.com/news/western_colorado/safety-officer-shortage-could-lead-to-tax-increase/article_d6530342-f790-11e8-874c-10604b9f6eda.html
- Fruita woman killed in I-70 accident: https://www.gjsentinel.com/breaking/fruita-woman-killed-in-i--accident/article_89fee342-f8e1-11e8-b550-3316d5b2e23d.html
- GJ invites BLM HQ: https://www.gjsentinel.com/lifestyle/grand-junction-invites-blm-hq/video_174dd10c-f1b9-11e8-8987-870fa3141202.html
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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.):*

- **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 Claus event at the Community Center at 6 pm.
- **Dec. 20** is the Chamber Business After Hours at Alpine Bank from 5:30 – 7 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 12/11 • 9am-12pm
Wednesday 1/9 • 1-4pm
Thursday 1/31 • 6-9pm

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	1/10/19 2/14/19
Business Planning	
Write a plan to help ensure the success of your business	1/3/19 2/7/19
Internet Strategies	
Learn how to be accessible through the internet	12/20/18 1/31/19
Licensing	
License your business online	12/6/18 1/17/19
Cash Flows	
Learn how to do a cash flow budget using Excel	12/13/18 1/24/19



The Gathering

Join FWorks, FACTORY, JXN Station, and Vault Real Estate Community, the local Western Slope coworking spaces, for a night of business, networking, and community.

The Gathering is a quarterly meeting, hosted at different coworking spaces. No charge, and there will be beverages and snacks available as you mingle and network.

When: Thursday, December 6, 2018
5:30 pm - 7:00 pm

Where: JXN Station • 571 25 Road, Grand Junction, CO

Register: <https://members.factorycoworking.com/events/6-dec-2018-the-gathering>

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



GRAND JUNCTION Small Business Development Center
The SBDC is partially funded by the U.S. Small Business Administration. SBAV funding is not an endorsement of any products, opinions or services. SBA funded programs are extended to the public on a non-discriminatory basis.

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

The Importance of Taking a Lunch Break

Feb. 1 • 12-1:30PM

Cost: Free

This presentation is meant for entrepreneurs and business owners who want to learn how to create a self-care routine that works for them, and their business.

Bring your own lunch and learn:

- Why putting off self-care is bad for your business
- Identify easy ways you can put yourself first in your business
- How to set boundaries to support yourself and your clients
- Get ideas and tips about what you can do in 15-20 minutes a day
- And more...



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.