



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: JANUARY 11, 2019  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting**

The agenda includes a couple proclamations followed by a presentation from Pete Firmin, Colorado Parks and Wildlife (CPW) on CPW fee increases. We have a large consent agenda, 5 public hearings and one administrative presentation.

### **Public-Private Partnership Agreement with Cores is Executed**

The agreement is executed! Looking forward to next steps. First will be initiating the Phase One studies and quickly working on the next phases of a real estate agreement, design, marketing, grant application, etc.

### **Fruita Teen Vaping Prevention Event for Teens and Parents**

See the attached flyer on a Vaping prevention presentation created to educate parents on vaping and the impacts it is having on our youth. The presentation will be held on Thursday, January 31st at 6:00 pm at Fruita Middle School. To remove the barriers of parent participation, dinner and child care for preschoolers and up will be provided. Parents are asked to register – the link can be found on the flyer. Vaping paraphernalia will be on hand so parents can see and hold and know what vaping products are and parents will learn how to talk to their youth about vaping. This is part of the Fruita Youth Initiative.

### **Life of Pie—Patagonia's Movie on Hot Tomato**

Congratulations to Hot Tomato with the release of their movie Patagonia created! The first showing is in Crested Butte this weekend and we are working with them for Patagonia to do a showing in Fruita in the spring.

### **General Updates**

- November City sales tax revenues were up 6% over Nov. 2018; YTD thru Nov. revenues were up 13.4% thru the same period in 2018. If oil & gas related sales tax revenues were removed, the YTD would be about 4% up.
- All 5 Fruita school principals were eager, excited and are committed to recognizing student(s) and teacher/staff of the month at specific Council meetings in 2019 beginning with the Feb. 5<sup>th</sup> City Council meeting.

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

- Fruita residents recycled 53 tons of cans, bottles, paper and cardboard in December. See full report below.
- Enjoyed speaking to and interacting with the FMHS AP Government class this morning.
- The Chamber Business After Hours we hosted last night in F-Works filled the house. Management Analyst Shannon Vassen conducted an interactive trivia game with prizes and the event was very well attended.
- Shannon has begun working on setting up a community engagement series with the City Manager where we will invite interested residents to discuss particular subjects via bike, walking, hiking, in local coffee shops, etc. The idea would be to post and promote a schedule of different times, settings and topics and to allow for different schedules and groups of people. The plan is to also have a Council member attend and likely one of the Department directors depending on schedules and topics.
- Shannon is also monitoring legislative matters through the Chamber's Government Affairs Committee, AGNC and CML.

## **Planning & Development**

To see active reviews of current projects, you may visit: <https://www.fruita.org/cd/page/current-development-projects>

### **Major/ Minor Subdivisions:**

- 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
- Village at Country Creek Filing #6 Preliminary Plan
- Oak Creek Preliminary Plan - This is a request to approve a Preliminary Plan application to approve 28 new residential lots)

### **Site Design Review:**

- Munchies Restaurant: Currently under construction.
- 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) continues construction of the hospital expansion
- Einstein's Bagels/Qdoba Site Design Review

### **Other Land Use Applications:**

- Oak Creek South Annexation - This is a request to annex the property at (1840 K 4/10 Road) into the City of Fruita.
- Oak Creek North Annexation - This is a request to annex the property at (1149 18 ½ Road) into the City of Fruita.
- Oak Creek North and 2019-04 Oak Creek South Zoning Petition: This is a request to zone properties (1840 K 4/10 Road & 1149 18 ½ Road) and place them into the Community Residential Zone.

### **Engineering**

- A request for design/build services for new pumphouses at Reed Park, Prospector Park, Heritage Park, and the Civic Center went out this week with a due date of January 25, 2019.
- Cedar Way Infrastructure Improvements continue with sewer line construction work in the alley east of Cedar Way north of Aspen Ave.
- For safety reasons, temporary lighting at the new FCC east parking lot is installed and expectations are the permanent lighting will be installed in the next few weeks.

### **Public Works**

- Maintenance crews were busy most of this week with snow removal operations. This has included using roughly 6,500 gallons of deicer and 200 tons of sand for icy conditions in the past month. Crews are still working to clean up snow piles and address icy areas, as well as addressing drainage issues as the snow melts (maybe next week?). Their efforts are much appreciated as staff has already expended over 65 manhours of overtime already this year on snow removal and have adjusted work schedules to meet the maintenance demands.
- Staff completed initial interviews for open Maintenance Worker positions and will be offering jobs to two applicants that we are excited to have join the team.
- The I-70 Lift Station now has two new holes in it...but don't worry, these holes were drilled into the structure as part of planned improvements that will improve maintenance access and allow staff to clean the lift stations in a safer manner.

### **Parks & Recreation**

- Parks is one of the highest rated services in Fruita and to maintain that level of service, Parks staff is taking some time this winter to develop a POST Maintenance Plan that will provide staff with guidelines, standards and maintenance schedules to provide a system of parks, open space areas and trails that are consistently cared for in a quality manner. Staff just reviewed a draft outline and is now in the process of creating guidelines, schedules, etc.
- The elevator at the FCC was repaired this week and is now fully operational. We understand this caused some concern and inconvenience with some of our patrons and we thank them for their patience as we worked to have it repaired.
- The amp for sound system that plays music and provides a PA system for the entire FCC is also being repaired or better yet, replaced.

### **Finance/City Clerk**

- Participated in a conference call and preliminary discussion and analysis of potential refinancing of FCC Sales and Use Tax bonds.
- The 2019 Annual Budget Document is complete and on the City's website at <https://www.fruita.org/administration/page/budget> . Hard copies of the 2019 Annual Budget are available to the City Council on request.

## Police

- Corporal Schimek's promotion took effect January 6<sup>th</sup> and he is now filling the role of a patrol supervisor.
- Officer Hackley successfully completed field training and is on solo patrol.

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

- City Council Letter to Editor—Fruita's growth justifies decision for new school: [https://www.gjsentinel.com/opinion/printed-letters-jan/article\\_72ba1aea-13ac-11e9-ba26-8bc26120192b.html](https://www.gjsentinel.com/opinion/printed-letters-jan/article_72ba1aea-13ac-11e9-ba26-8bc26120192b.html)
- Sworn public servants: [https://www.gjsentinel.com/news/western\\_colorado/sworn-public-servants/article\\_14cd447c-13e1-11e9-9d11-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/sworn-public-servants/article_14cd447c-13e1-11e9-9d11-10604b9f7e7c.html)
- School Board parses needs, with \$18.4M for construction: [https://www.gjsentinel.com/news/western\\_colorado/school-board-parses-needs-with-m-for-construction/article\\_1493a014-13e1-11e9-9d0f-10604b9f7e7c.html](https://www.gjsentinel.com/news/western_colorado/school-board-parses-needs-with-m-for-construction/article_1493a014-13e1-11e9-9d0f-10604b9f7e7c.html)
- Painstaking approach: [https://www.gjsentinel.com/lifestyle/health\\_and\\_wellness/painstaking-approach/article\\_c85301ee-13e1-11e9-8f8d-10604b9f6eda.html](https://www.gjsentinel.com/lifestyle/health_and_wellness/painstaking-approach/article_c85301ee-13e1-11e9-8f8d-10604b9f6eda.html)
- Day 18 of the shutdown—Is it impacting our parks?: <https://www.kjct8.com/content/news/Day-18-of-the-shutdown-Is-it-impacting-our-parks-504074871.html>

**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.*):

- **Jan. 31** is the Fruita Teen Vaping Prevention event by the Fruita Youth Initiative at Fruita Middle School from 6-7:30 pm—registration at [bit.ly/fruitavaping](http://bit.ly/fruitavaping).
- **Feb. 9** is the 2019 Fruita Area Chamber of Commerce Annual Banquet from 5:30 – 10:00 pm at the Community Center (poster below). Details at <https://info.fruitachamber.org/events/details/2019-annual-awards-banquet-fruita-area-chamber-of-commerce-11099>
- **Feb. 16** is the Sweetheart 5k/10k Run from 9 am – 1 pm at the Community Center.
- **March 9** is An Evening of Art in Fruita from 6:30 – 9:30 pm at the Community Center.
- **March 30** is the 9 Health Fair from 7 – 11 am at the Community Center.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website at: <http://www.fruita.org/calendar>.

- The **2019** Events Information is also available online at: [https://www.fruita.org/sites/default/files/fileattachments/parks\\_and\\_recreation/page/302/2019\\_calendar\\_of\\_events\\_1.4.19.pdf](https://www.fruita.org/sites/default/files/fileattachments/parks_and_recreation/page/302/2019_calendar_of_events_1.4.19.pdf).

## 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

Wednesday 1/9 • 1-4pm  
Thursday 1/31 • 6-9pm  
Tuesday 2/12 • 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*

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



Happy  
holidays

Call (970) 243-5242 to register or visit  
[www.gjincubator.org](http://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](http://www.fruitaworks.org)



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.

#### 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...



## December 2018 Recycling Benefits for the City of Fruita

In December 2018, we recycled 53 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

### **358 Mature Trees**

Represents enough saved timber resources to produce 4,432,100 sheets of printing and copy paper!

### **191 Cubic Yards of Landfill Airspace**

Enough airspace to fulfill the annual municipal waste disposal needs for 245 people!

### **129,676 kWh of Electricity**

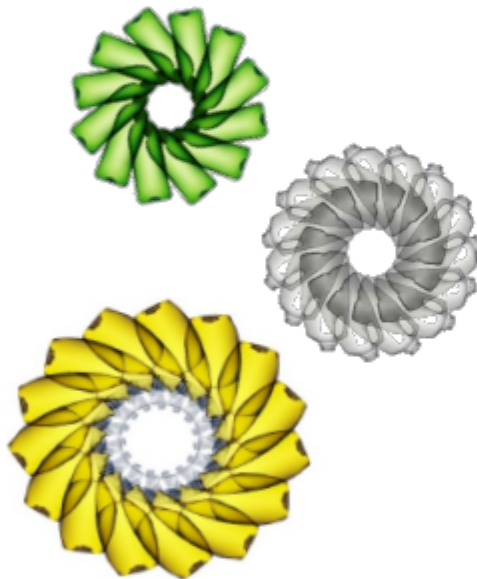
Enough power to fulfill the annual electricity needs of 12 homes!

### **Avoided 122 Metric Tons of Greenhouse Gas Emissions**

Recycling these materials helps create cleaner air!

### **208,671 Gallons of Water**

Represents enough fresh water to meet the daily needs of 2,782 people!



Prepared by Waste Management

Sources: U.S. Environmental Protection Agency, International Aluminum Institute, National Association for PET Container Resources, Institute of Scrap Recycling Industries, Earth Works Group Recycler's Handbook, One Earth Recycle, Bring Recycling.org, National Recycling Coalition, US Forest Products Laboratory, and Waste Management. © Waste Management 2016

The Fruita Youth Initiative (FYI) invites you to:

# Teen Vaping Prevention



Parents, come learn about vaping devices, youth vaping in Mesa County and how to talk to your kids about vaping.

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**When: January 31, 2019**

**Time: 6:00 - 7:30 p.m.**

**Where: Fruita Middle School  
239 N. Maple Street  
Fruita, CO 81521**

Register at [bit.ly/fruitavaping](http://bit.ly/fruitavaping)



Child care available for preschool age and older. Dinner will be provided.

Questions?

Email [healthymesacounty@mesacounty.us](mailto:healthymesacounty@mesacounty.us)



**FRUITA**  
COLORADO



**MESA COUNTY  
PUBLIC HEALTH**  
*Working Together for a Healthy Community*

# Fire & Ice Masquerade Ball



*Save the Date*

February 9, 2019

5:30pm - 10:00pm

Fruita Community Center

**FRUITA**  
COLORADO



*Your Community Connection*





**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.