



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: JANUARY 25, 2019
Re: WEEKLY INFORMATION UPDATE

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Fruita CO 81521

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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

Senator Gardner Visit to Fruita

We hosted Senator Cory Gardner in Fruita Monday and Tuesday. We toured FHE and learned about their success, challenges and 70,000 square foot expansion and addition of nearly 50 new jobs upon completion. We also toured the Imondi Wake Zone Park and the site of the Lagoon Redevelopment (joined by our private partner) to learn about these City public-private partnerships. The Senator joined the Fruita Chamber Government Affairs Committee afterwards. He met with Family Health West the following day. Thanks to Mayor Kincaid for joining in on these visits.

New Fruita Elementary School

D51 Board of Education approved the Chief Operating Officer for the District to enter the District into a contract for about 10 acres of land, a portion of Burenheide Estates located near 18 ½ Road and K 4/10 Road. They hope to have the school ready by the 2020 school year.

Fruita Monument High School

D51 Board of Education is set to consider approval of renovations to Fruita Monument High School (FMHS) at their Feb. 5th meeting. While the City has expressed much support from the City Council and staff to the Board of Education and District staff since the Bond & Mill Levy were passed, which included much of the proposed renovations on the list of projects to be completed, it is important to continue to express that support at the meeting. Since we have a City Council meeting the same night, which complicates attendance at the Board meeting, you may email School Board President, Tom Parrish at t.parrish@bresnan.net or District A (Fruita) Representative Doug Levinson at doug.levinson1@gmail.com. Improvements may be viewed online at:

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

https://d51schoolsfmts.ss13.sharpschool.com/news/what_s_new/summer_construction_at_fmhs_begins. Note that the District has already allocated funds and begun contracting the design of the renovations. A letter sent to parents, staff and community leaders from Principal Todd McClaskey is posted below that summarizes the improvements.

9th Safest City in Colorado

Alarms.com rated Fruita the 9th safest city in Colorado based on most recent FBI Uniform Crime Reports Statistics. <https://www.alarms.org/safest-cities-in-colorado/>

Lagoon Redevelopment

We had an energizing brainstorming session led by our private partners Thursday afternoon and evening at the Dinosaur Journey meeting room. The group included Fruita staff, Mayor Kincaid, Mayor Pro Tem Lori Buck and our private partners with representatives from Bray Real Estate, Ciavonne, Roberts and Associates, River City Consultants, Sorter Construction and Over the Edge Fruita. The survey of the property is complete. River City has begun the U.S. Army Corp of engineers (USACE) Diligence and Utilities studies. Thursday's session was the kick-off to the work Ciavonne, Roberts & Associates is completing to take the concept plan to a Planned Unit Development Plan. We also toured the property this week with a business prospect that contacted us.

Community Plan Consultant Search

We were fortunate to receive 5 proposals for consultant services to assist the City in updating the Fruita Community Plan through an engaging community process. We have narrowed to two finalist firms to be interviewed Monday by a committee of staff and assigned representatives from City Council and Planning Commission.

Road Closure at Community Center/Family Health West

The Family Health West expansion project will necessitate a closure of the east-west road in between the Community Center and the hospital beginning Monday for a week and a half.

Fruita Teen Vaping Prevention Event for Teens and Parents (cont.)

See the attached flyer on a Vaping prevention presentation created to educate parents on vaping and the impacts it is having our youth. The presentation will be 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 – 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.

Elevation Outdoors' Best of the Rockies 2019 Contest (cont.)

Please vote for our Fruita and Valley Friends on this contest. Incredible how many made the nomination process! Loki Gear—Businesses; Over the Edges Sports Fruita—Bike Retail Shop; Colorado Backcountry Biker Fruita—Bike Guide Company; Devon Balet—Photographer; Grand Junction Off-Road—Mountain Bike Race; Colterris Palisade—Winery; Hot Tomato Fruita—Restaurant; Bestslope Coffee & Aspen Street Coffee Fruit—Coffee Shop (Two contenders in this category); Big Mike's Pork & Wings Fruita—Food Truck; Horsethief Bench Fruita—Mountain Bike Ride; Colorado National Monument Fruita—Road Bike

Ride; Ruby-Horsethief Fruita—River Trip; Colorado National Monument Fruita—Campground; Imondi Wake Zone Fruita— Kid-friendly outdoor destination AND Adventure Park (zip lines, etc.).

<https://www.elevationoutdoors.com/best-of-the-rockies/>

General Updates

- The 2019 Kokopelli 100 MTB & Relay lotter registration opened Wednesday. The race is being modified from a Fruita to Moab race to a downtown Fruita to Colorado/Utah Border and back course. www.kokopelli100.com.
- Staff will be participating in the CMU Water Series multiple days in Feb.
- AGNC is scheduled to host their October Board meeting in Fruita at the Community Center, Wednesday Oct. 16 from 9 am – 1:30 pm. The schedule of monthly meetings is posted below.

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) has started 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 (1/2) 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 (1/2) Road) and place them into the Community Residential Zone.

Engineering

- The re-bid of the Highway 6 sewer project begins advertising Sunday with a bid opening scheduled for Feb. 22.
- Bids for the Parks pump house projects are due today.
- The sewer portion of the Cedar Way project is nearly complete in final location in the alley east of Cedar and work will turn to finalizing irrigation, paving and clean-up.

Public Works

- Public Works is hiring for a part-time custodian.
- Relocating the Waste Management rolling recycle totes that used to be in the downtown and have temporarily been at the Civic Center to City Shops. These are used to empty the downtown artistic recycle bins into.
- Working with the State Historical Fund regarding the 20-year active covenant that ends in 2023. This requires permission for major updates to the building based on funding received in the past for repairing the elevator. They approved the replacement of the north doors, but unfortunately the process will not enable the doors to be completed in time for utilizing the AGNC \$5,000 grant.
- Staff has completed a crosswalk criteria matrix to better determine crosswalk needs and will present this to City Council Feb. 5.

Parks & Recreation

- 6 of the 7 new informational signs at the Colorado Welcome Center are installed and look great.
- Working with the Fruita Trails Initiative (local partners) to develop a trail maintenance crew with Western Colorado Conservation Corps to address trail maintenance needs this Spring.
- Staff has been busy interviewing for the new FCC Facility Manager and the Aquatics Coordinator
- Volleyball and Special Olympics are using the FCC Gym, so it might feel a bit cramped – at least more cramped than usual.
- Speaking of facility usage, the Chamber banquet is on Saturday, February 9th and the Sweetheart Run is the following week on February 16th.
- The annual FCC all staff meeting is this coming Sunday where we conduct some annual trainings and update staff on activities from the past year as well as what is planned for the coming year.
- The road between the FCC and Colorado Canyons will have temporary closures during the next couple of weeks as the hospital will be tying in utilities for their new facility.

Human Resources/IT/Tourism

- Please see the December reports from Slate Communications.
- Slate Communications is working on a complete revamp of www.fruita.org that will be live sometime near March.

Finance/City Clerk

- Work continues on the Community Center bonds to establish the parameters ordinance to bring to Council in February.
- Staff is preparing for the upcoming 2019 Financial Audit.
- We are completing an internal audit of mobile device usage, needs, etc.

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

- Fruita Monument High School Plans Renovations: <https://www.westernsloopenow.com/news/local-news/fruita-monument-high-school-plans-renovations/1724689166>
- D51 picks land, architect for new Fruita elementary school: <https://www.nbc11news.com/content/news/504770331.html>
- Run and savor—Sweet events planned for Fruita: <https://thebusinesstimes.com/run-and-savor-sweet-events-planned-for-fruita/>
- Fruita hospital joins in opioid project: <https://thebusinesstimes.com/fruita-hospital-joins-in-opioid-project/>
- Grand Valley Home Loans changes prices: <https://thebusinesstimes.com/grand-valley-home-loans-changes-pricing/>
- FBI arrest 'Traveling Bandit' in Fruita wanted for multiple bank robberies across the U.S.: <https://kutv.com/news/local/fbi-arrest-traveling-bandit-wanted-for-multiple-bank-robberies-across-the-us> (Many news outlets across the country reporting on this)
- Fruita ranked in top 10 safest Colorado cities: <https://www.nbc11news.com/content/news/504771041.html> AND <http://95rockfm.com/fruita-is-one-of-colorados-10-safest-cities/> AND <https://www.kjct8.com/content/news/Fruita-ranked-in-top-ten-safest-Colorado-cities-504771011.html> AND
- The headless rooster from Fruita: <https://douglascountyherald.com/2019/01/the-headless-rooster-from-fruita/>
- Hundreds march to remember Martin Luther King Jr.: <https://www.nbc11news.com/content/news/504675912.html>
- Time of tension: https://www.gjsentinel.com/lifestyle/time-of-tension/article_d30c56b4-1c7c-11e9-9d8d-10604b9f7e7c.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 vaping education event for adults. See flyer below.

- **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.

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

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



Happy
holidays

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. 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...

FMHS

FRUITA MONUMENT

Todd McClaskey - Rocio Roybal - Newt Klumire - Brian Pendleton - Denny Squibb
Principal Asst. Principal Asst. Principal Asst. Principal Athletic Director

Cultivating innovation, passion and achievement through a learner centered environment

Fruita Monument is seeking your support for the approval of funds from the 2017 Bond and Mill Levy for renovations that are vital to the educational well-being as well as the safety and security of our students and staff. On February 19, the school board will vote to determine where the remaining mill and bond dollars will be spent within the district. Most of the upgrades listed below were included in the original scope for FMHS back in 2017. We are asking that members of our community show their support by attending the school board meeting scheduled for Tuesday, February 5.

Projects designated for Fruita Monument High School pending board approval:

- Design and build a secure main entrance. The existing FMHS layout contains 49 exterior doors with multiple entrances and corridors. This poses a dire security risk to our students and staff. The lack of clarity of a main entrance poses additional security risks as visitors to the campus are confused and often found wandering the campus looking for the main entrance. The new design creates a central corridor that runs through the school from north to south. It will feature a large vestibule with adjacent attendance offices, creating a security checkpoint and aiding wayfinding. Additionally, a new entrance will create a prominent and visually dynamic gateway into the school.
- Infilling the courtyard. This will allow flexible year-round use of the space and will improve connectivity between northern parts of the building. South of the courtyard infill will be a larger, more open corridor to ensure a central corridor through the school.
- Overlay the parking lot with asphalt and provide new curb cuts to Wildcat Avenue and a new striping layout.
- Improve storm drainage (some of this work began summer 2018).
- Relocated a modular classroom that is in the path of the new drive to the southeast parking lot.
- Re-roof selected areas, including removal and replacement of photovoltaic system.
- Complete the installation of fire sprinkles throughout the main building.
- Refinish locker room floors.
- Renovate/update restrooms
- Add or replace exhaust systems in the restrooms and locker rooms.

Show your support by reaching out to board members or by attending the school board meeting on Tuesday, February 5 at 6pm, Harry Butler Board Room, 455 North 22nd Street, Grand Junction.

Thank you,



Todd McClaskey, Principal

1102 Wildcat Avenue, Fruita, CO 81521 | phone-(970) 254-6600 | fax-(970) 858-9661 | www.fmhs.mesa.k12.co.us

School District 51
MESA COUNTY VALLEY

Home of the Wildcats

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.

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



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

Questions?

Email healthymesacounty@mesacounty.us



FRUITA
COLORADO



MESA COUNTY
PUBLIC HEALTH
Working Together for a Healthy Community

2019 AGNC Board Meeting Schedule

- | | | |
|---------------------------------------------------------------------------------------------------|-------------------------|-----------------------|
| Wednesday, February 20th | Hayden | 9:00am-1:30pm |
| <i>Routt County Fairgrounds, 365 S Poplar St., Hayden, CO 81639</i> | | |
| Wednesday, March 20th | Glenwood Springs | 9:00 am-1:30pm |
| <i>Garfield County Commissioner's Room, 108 8th Street, Glenwood Springs, CO 81601</i> | | |
| Wednesday, April 24th | Rangely | 9:00am-1:30pm |
| <i>Colorado Northwestern Community College, 500 Kennedy Dr., Rangely, CO 81648</i> | | |
| Wednesday, May 29th | Craig | 9:00am-1:30pm |
| <i>Colorado Northwestern Community College, 2801 W 9th St., Craig, CO 81625</i> | | |
| <i>*Tentative Venue</i> | | |
| Wednesday, June 19th | Grand Junction | 9:00am-1:30pm |
| <i>Stocker Stadium Hospitality Suite, 1315 North Ave., Grand Junction, CO 81501</i> | | |
| Wednesday, July 17th | Rifle | 9:00am-1:30pm |
| <i>Grand River Health, 501 Airport Road, Rifle, CO 81650</i> | | |
| Wednesday, August 21st | Delta | 9:00am-1:30pm |
| <i>Technical College of the Rockies, 1765 US-50, Delta, CO 81416</i> | | |
| Wednesday, September 18th | Oak Creek | 9:00am-1:30pm |
| <i>Town Hall, 129 Nancy Crawford Blvd., Oak Creek, CO 80467</i> | | |
| Wednesday, October 16th | Fruita | 9:00am-1:30pm |
| <i>Fruita Community Center, 324 N. Coulson St., Fruita, CO 81521</i> | | |
| Wednesday, November 20th | New Castle | 9:00am-1:30pm |
| <i>New Castle Community Center, 423 W. Main St., New Castle, CO 81647</i> | | |

**Q4
2018**

FRUITA MARKETING REPORT



COMPLETED

- Production of new “Play Like a Local” videos
- 5,000 visitor’s guides printed and sent to National Trips Media for distribution
- Elevation Outdoors Instagram takeover & website ad (638 engagements)
- Initial programming, adjusted site map and content for new website design
- Renewal of city page on Colorado.com
- E-newsletter distribution

IN PROGRESS

- 2019 work plans, final budget allocation & media buying
- Update social media strategy & editorial calendar
- Final adjustments to new website design
- Business outreach form to be distributed through Chamber newsletter to collect stories and photos
- Grassroots outreach planning for potential events to attend

GRAPHICS & DESIGN



TOP PERFORMING SOCIAL MEDIA POSTS



gofruita
Colorado National Monument

gofruita Snow on the Colorado National Monument. We love our backyard! @adventr.co

#colorado #coloradoshared #ajiro #shareit #westslopebestslope #gofruita #nationalparkgeek #coloradonationalmonument #rightscapes #citylights #grandvalley #sourcemest #westbyouthwest #adventr #coloradolife

Liked by museumsofwesterncolorado and 252 others

NOVEMBER 28, 2018

Add a comment...

Fruita Tourism
Published by Rory Schaar (P) · 8 October 2018 · 3,428 People Reached

Come experience these epic views on foot.

THE KNOW DENVERPOST.COM
6-mile hike leads to the largest concentration of natural arches this side of Utah

187 Reactions, comments & shares		
124 Like	47 On post	77 On shares
8 Love	3 On post	5 On shares
1 Haha	0 On post	1 On shares
1 Wow	0 On post	1 On shares
30 Comments	1 On Post	29 On Shares
23 Shares	21 On Post	2 On Shares
266 Post Clicks		

DEC
2018

FRUITA DIGITAL MARKETING ANALYTICS REPORT

slate
COMMUNICATIONS

WEBSITE

1,125

Sessions

+0% from December 2017
-6% from November 2018

2,238

Unique Page Views

-11% from December 2017
-12% from November 2018

TOP CONTENT

- Sleep
- Home
- Eat-Drink

TOP REFERRAL

- 43% Organic Search
- 40% Direct
- 12% Social

TOP LOCATIONS

- Grand Junction
- Dayton, OH
- Denver

FACEBOOK

13,306

Followers

+0 from November 2018

25K

Total Reach

-19% from November 2018

648

Engagements

-21% from November 2018

INSTAGRAM

1,589

Followers

+2% from November 2018

13,675

Total Reach

+45% from November 2018

1,565

Engagements

+110% from November 2018

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.