



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 22, 2019
Re: WEEKLY INFORMATION UPDATE

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Tuesday's City Council Workshop Cancelled

The City Council Workshop that was scheduled for March 26th, 2019 has been cancelled and is rescheduled to follow the April 2nd, 2019 City Council Meeting.

Happy 36 Year Anniversary to Margaret Sell

This past Monday, March 18th, was Margaret's 36-year anniversary with Fruita! To honor her anniversary, we got her a Colorado Flag that was flown over the Capital on Monday and sent back to her with a letter from the Governor. Thank you, Margaret, for all your hard work and commitment!



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

The New GoFruita.com Website is Now Live (cont.)

We are excited to announce that the new and redesigned GoFruita website is now live. The website was revamped and reorganized to be more mobile friendly, to focus more on all our outdoor recreational opportunities, and to be more visually appealing and cleaner. Checked out the new website at this [link](#).

Last Two Days to Vote! Bicycle Friendly Community Public Survey (cont.)

As part of the City's pending Bicycle Friendly Community application, you can help the Bicycle Friendly America Friendly program better understand bicyclists' experiences in our community. A survey is live through March 24th and can be found at this [link](#). Please complete and share with others.

General Updates

- I enjoyed participating on a panel with our partners at the Trail Builds Association Sustainable Conference held in GJ this week. Our session highlighted the unique and effective partnership we have with local businesses and BLM, and accomplishments like the North Fruita Master Plan, the new trails at Kokopelli, and a new maintenance crew through WCCC this fall.
- In January, Fruita recycled 44 tons of cans, bottles, paper, and cardboard. The full report is provided below.
- ICMA renewed my Credentialed City Manager status week – an annual qualifying process based on professional development and achievements of annual goals.
- On my own time, I participated in a semi-annual Executive Advisory Board meeting for the Romney Institute of Public Service and Ethics at BYU that also included ethics training.
- Henry and Shannon attended Complete Count Committee Training this week with community partners and our local Partnership Representative from the Census Bureau.
- We wanted to thank everyone who participated in last week's kick off for the Advisory Steering Committee for the Community Plan Update. It was great to hear from all participants and see the level of commitment and excitement for the Fruita community. The schedule for the Steering Committee has been released, and the next two meeting dates are:
 - April 18th at 5:30 p.m.
 - May 16th at 5:30 p.m.

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 Final Plat (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- Brandon Estates PUD Amendment and Preliminary Plan
- Pinedale Estates 3 Minor Subdivision (Replat)
- Mossberg Minor Subdivision
- Oak Creek: (Located at the Northwest Corner of 18 ½ & K 4/10 Rd)

- Annexation Petition
- Zoning Petition (requesting CR zoning)
- Preliminary Plan

Site Design Review:

- FHE (Frank Henry Equipment): Construction is underway.
- Raptor Rd Storage (614 Raptor Rd Storage)
- Colorado Canyons (Family Health West) has started construction of the hospital expansion.
- Einstein/Qdoba Site Design Review

Other Land Use Applications:

- 213 N Ash St VRBO

Engineering

- Maple St. Improvements Project Phase 1 is scheduled for a bid opening on Friday April 5, 2019 at 1:30 pm. A mandatory pre-bid meeting is scheduled for Tuesday, April 2, 2019 at 1:30 pm.
- Mesa County has contracted with Collins Engineers, Inc. to provide design services for the replacement of an aluminum corrugated plate culvert located at the 18 1/2 Road crossing of Little Salt Wash (just south of L Road/18 1/2 Road intersection). An initial design meeting was held this week to kick off the design process. Anticipate geotechnical borings in the coming week or so which will include some lane closures with flaggers.
- Pumphouses at Reed Park, Civic Center Park, and Prospector Park are scheduled to be complete prior to the beginning of irrigation season.

Parks & Recreation

- Parks Crew is doing a lot of work in preparation of spring and upcoming sports. The Parks Crew is working on the baseball fields and maintaining trails.
- The last Night at the FCC for 2018/2019 school year was Friday, March 15.
- Hosted the Future Cats Basketball Camp Monday-Wednesday at the FCC.
- The FCC has been very busy with all the schools on Spring Break!
- The Summer Activity Guide is in final proof stages, this will release April 2.
- A new Guest Services Supervisor was hired. Meghan Nelson will be joining the full-time staff effective April 1.

Police Department

- Officer Cheryl Yaws' last day with the department was March 21. We thank Cheryl for her many years of service to the community and wish her the best of luck.

Administration/Finance

- A new set of draft bond documents have been prepared and are in the process of being reviewed. The current schedule includes introduction and first reading of the Current Refunding Bond Ordinance on April 16 and second reading and public hearing on May 7th with a tentative closing date of July 9, 2019. We will also run a Supplemental Budget Amendment Resolution

alongside the Bond Ordinance to authorize use of funds reserved for future bond payments towards the current refunding.

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

- [D51 lines up ducks for new Fruita elementary school.](#)
- [TABOR question may be on ballot.](#)
- [Visitor numbers at Monument holding steady in past 10 years.](#)
- [Fruita councilor to run for County Commission](#)
- [The value of volunteers: Lower Valley Fire Fighters share their service stories.](#)
- [Travel Channel's Ghost Adventures to feature GJ Hotel](#)
- [This Colorado museum now has one of the biggest dinosaur bones ever found.](#)
- [Buffer zone concerns.](#)
- [Spring burn season is here.](#)
- [Tipton, energy leader talk future of business on Western Slope.](#)
- [Gas prices hike in Colorado higher than national average.](#)
- [Boulder Among Best Biker Towns in the West according to Sunset Magazine. – Fruita also mentioned.](#)

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.):*

- **March 26, 2019** - Bike the Riverfront Trail with the City Manager and City Officials. Join us for a casual and fun discussion on the community, while exploring the new Kokopelli Section of the Riverfront Trail. We will meet at the Fruita Community Center at 2:00 p.m.
- **March 30, 2019** - The 9 News Health Fair from 7 – 11 am at the Community Center (Flyer below).
- **April 5, 2019** – Youth Scholarship Golf Tournament at Adobe Creek Course at 9:00 a.m.
- **April 6, 2019** – Waste Management Electronics Recycling Event at Civic Center Parking Lot at 9:00 a.m.
- **April 12-13, 2019** – Desert Rats Trailing Running Festival at Rabbit Valley
- **April 17, 2019** – Easter Egg Scramble at Fruita Community Center at 4:00 p.m.
- **April 17, 2019**- Summer Activity Fair at the Fruita Community Center, 6:00-7:30 p.m.
- **April 25, 2019** - Coffee with the City Manager at Best Slope Coffee at 7:30 a.m.
- **April 27, 2019** – COPMOBA Grand Valley Bike Swap at Civic Center Park, 10:00 a.m. to 5:00 p.m.
- **The Business Incubator** calendar of events is below.
- The Fruita Community Calendar is available on the website or at this [link](#).
- The **2019** Events Information is also available online [here](#).

CC. Department Directors



January 2019 Recycling Benefits for the City of Fruita

In January 2019, we recycled 44 tons of cans, bottles, paper, and cardboard.

Recycling these materials will save the following resources:

482 Mature Trees

Represents enough saved timber resources to produce 5,975,000 sheets of printing and copy paper!

161 Cubic Yards of Landfill Airspace

Enough airspace to fulfill the annual municipal waste disposal needs for 207 people!

83,476 kWh of Electricity

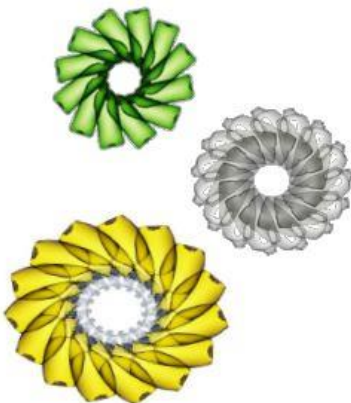
Enough power to fulfill the annual electricity needs of 8 homes!

Avoided 123 Metric Tons of Greenhouse Gas Emissions

Recycling these materials helps create cleaner air!

239,367 Gallons of Water

Represents enough fresh water to meet the daily needs of 3,191 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



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

Thursday 1/31 • 6-9pm
Tuesday 2/12 • 9am-12pm
Friday 3/1 • 1-4pm

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	2/14/19 3/21/19
Business Planning	
Write a plan to help ensure the success of your business	2/7/19 3/14/19
Internet Strategies	
Learn how to be accessible through the internet	1/31/19 3/7/19
Licensing	
License your business online	1/17/19 2/21/19
Cash Flows	
Learn how to do a cash flow budget using Excel	2/28/19 4/4/19



Leading Edge Business Planning and Management Course

The Leading Edge Program is a 12-week program that helps move your business to the next level. This intensive training course provides business owners and entrepreneurs expert guidance in the areas of cash flow management, marketing, finance, personnel, legal issues, and more. Each participant will receive hands-on assistance in preparing a complete business plan.

Who can participate?
Owners of start-ups and existing businesses

Class schedule: Feb. 19 - May 7, 2019
Every Tuesday evening from 6-9pm
See the front desk or visit our website to fill out an application

Cost: \$275/person, +\$100 for business partner

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.

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...

Outsmart the Scammers

Feb. 22 • 12-1:30PM

Cost: Free

Incidents of fraud are on the rise and scammers' tactics are becoming more complex. This presentation will help provide the information you need to Outsmart the Scammers.

During the program, we'll discuss how to spot certain red flags that may indicate a fraudulent encounter, resources you can turn to in the vent you or loved one is targeted, and steps you can take now to help protect yourself and your loved ones.

For more information:
303-698-4455
Or 1-800-332-3078
www.9healthfair.org

Made possible by:



VOLUNTEERS NEEDED!

Medical and Non-Medical



Saturday, March 30, 2019

7am - 11am

Fruita Community Center

324 N. Coulson St., Fruita

SIGN UP TO VOLUNTEER AT:

www.9healthfair.org

Volunteers receive a 20% discount on screenings



EXPLORE FRUITA WITH THE CITY MANAGER

Casual Community discussions with City officials.

Is there anything that you would like to discuss personally with the City Manager? Join the City Manager Mike Bennett and guests for informal discussions about Fruita while exploring what our community has to offer. Join us at any of the following dates for coffee, hiking, and biking. For more information and the most current schedule, please visit fruita.org. Additional dates to follow.



UPCOMING DATES

3.26.19 at 2 p.m.
Bike the Riverfront Trail
with City Officials -
meet at Fruita
Community Center

4.25.19 at 7:30 a.m.
Coffee with Mike at
Best Slope Coffee

5.9.19 at 10:00 a.m.
Hike Opal Hill - Meet at
Snooks Bottom Parking
Lot

5.28.19 at 10:00 a.m.
Coffee with Mike at
Aspen Street Coffee

6.19.19 at 4:30 p.m.
Bike to the Lagoons -
meet at Fruita
Community Center

CITY OF FRUITA

325 E. Aspen Ave
Fruita, Co 81521
970-858-3663

Fruita.org

Gofruita.org



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.