



FRUITA COLORADO

Weekly Info Update



To: MAYOR AND CITY COUNCIL
From: MIKE BENNETT, CITY MANAGER
Date: MARCH 15, 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

Tuesday's City Council Meeting

For the meeting next week, there are no proclamations/presentations or administrative updates. There are four items on the consent agenda. There will be two legislative hearings, one on Oak Creek and the other on an ordinance amending the Fruita Municipal Code. There are also two quasi-judicial hearings regarding Oak Creek on the agenda.

Fruita in Motion: Plan Like a Local

Working with our consultants, we conducted 8 stakeholder meetings with close to 100 community members to kick off the high-level discussions around updating the City's Comprehensive Plan. Stakeholders included all Fruita school principals, superintendent, asst. Superintendent and facilities; city council; planning commission; the advisory steering committee; livability commission; business owners; partner agencies; city staff; and the development community. It was energizing listening to the thoughtful feedback and genuine love and desire for maintaining the things the community loves. This officially kicks off the update process that will go throughout the rest of the year with many opportunities for the community to participate and many efforts reaching out to all groups within the community to gather feedback to create the Community's Comprehensive Plan.

The New GoFruita.com Website is Now Live

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](#).

Mesa County Motor Vehicle Office Now Open in Fruita

This Tuesday, Mesa County, the City of Fruita, and the Fruita Chamber of Commerce hosted a Ribbon Cutting event for the opening of the Mesa County Motor Vehicle Office here at Fruita Civic Center. The office officially opened Tuesday afternoon and will be open two days a week on Tuesday and Thursday from 8 a.m. to 5 p.m. Provided below are a few pictures from the event!

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



City Manager Engagement Series (cont.)

Later this month, I am starting my new community engagement series with the public. These events will focus on casual discussions about the community while exploring Fruita and our local area. The first event will be on March 26 at 2 p.m., and we will bike the new Kokopelli portion of the Riverfront Trail. I am looking forward to speaking with the public and getting their input on the city. The flyer and future dates can be found below. Let me know if you are interested in joining me for any of these dates.

Bicycle Friendly Community Public Survey (cont.)

As part of the City's pending Bicycle Friendly Community application, you can help the Bicycle Friendly America 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

- We received a letter from BLM thanking us for helping with trash removal from trailheads during the government shutdown. The letter is provided below.
- City sales tax revenue is up 7.16% over 2018 for Jan – Feb.

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

Human Resources/Tourism

- The new improved tourism website is up and running. Visit www.gofruita.com.
- Michael Bramlett started work this week in our Public Works Department! Welcome Michael!

Public Works

- Staff completed training on new work order system and the system is fully launched.
- Ken Haley assisted in interviewing candidates for the Manager of the Regional Transportation Planning Office.

Engineering

- The North Maple Bridge project has been bumped a week, the new bid date for the project is 4/5/2019.

Parks & Recreation

- The Art Stroll at the Evening of Art went well last Friday. Right now, the Arts and Culture Board and staff are still determining the final amount of net revenues received but it anticipated that amount collected from the Art Stroll is near \$11,000.
- March Showers bring April Flowers (and grass and weeds and....). Parks staff is preparing for the Spring and have been aerating parks, applying pre-emergent, etc.
- Parks staff is interviewing applicants to fill three seasonal positions.

Police Department

- The Police Department participated in a large multi-agency drug investigation involving numerous locations throughout the county, including one in Fruita. The Colorado Bureau of Investigation is the lead agency on the investigation.

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

- [Mesa County jobless rate spikes.](#)
- [Free shuttle service to downtown Grand Junction to start end of March.](#)
- [BLM provides roundup of regional projects.](#)
- [Fruita DMV now open.](#)
- [More snow means more run-off for the Grand Valley.](#)
- [Six arrested in county-wide narcotics bust.](#)
- [Foreign trade zone closer to reality.](#)
- [First Colorado all-women wildland firefighting crew starting in Fruita.](#)
- [Avalanche closes Highway 65 over Grand Mesa.](#)
- [City Market workers prepare to strike over health care and wages.](#)

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 25, 2019** - Coffee with the City Manager at Best Slope Coffee. We will meet 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



United States Department of the Interior



BUREAU OF LAND MANAGEMENT
SOUTHWEST DISTRICT OFFICE
2465 South Townsend
Montrose, CO 81401
blm.gov/colorado

3/5/2019

Mike Bennett
City Manager, City of Fruita
325 E. Aspen Avenue
Fruita, CO 81521

Dear Mr. Bennett:

The Bureau of Land Management, Southwest District, is very grateful for our business and community partners who helped care for the McInnis Canyons and Dominguez-Escalante National Conservation Areas and surrounding public lands during the government shutdown. One of the most appreciated actions was the events organized and time donated by partners to facilitate the removal of garbage at popular trailheads.

Thank you for the continued stewardship of your public resources.

Sincerely,


Stephanie Connolly
District Manager



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.