



# FRUITA COLORADO

## Weekly Info Update



To: MAYOR AND CITY COUNCIL  
From: MIKE BENNETT, CITY MANAGER  
Date: AUGUST 16, 2019  
Re: WEEKLY INFORMATION UPDATE

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### **Tuesday's City Council Meeting on August 20, 2019**

For the upcoming meeting, there are currently nine items on the consent agenda and three presentations on the administrative agenda. There are no scheduled proclamations or public presentations, and no legislative or quasi-judicial hearings.

### **Grand Valley 2045 Regional Transportation (GVRT) Plan Update**

Please take time to fill out the survey for GVRT survey in effort to assist with feedback for their pending 2045 plan. The survey can be found at [gv2045rtp.com](http://gv2045rtp.com). Also, at this website, you can view the project background, upcoming events, progress on the plan, and other information.

### **Last week to participate in District 51 Survey to determine new name for the new Fruita Elementary School (continued)**

The School District has launched a survey for the naming of the new Fruita Elementary School. This initial survey will close on August 19, so if you have any suggestions, please participate in the survey. Shortly after the survey closes, there will be a second survey published where participants can choose from 10 finalists names for the school. The link can be found here: [Help us name the new Fruita elementary school!](#)

## **General Updates**

- Next Thursday, we will be hosting our Comprehensive Plan's Community Character Workshop along with the Steering Committee and a couple of other boards and commissions and invited stakeholders from 5:00 to 8:00 p.m. If you can, please be sure to attend.
- It has been a busy week diving into line item budget proposals with each Department.
- The next edition of the City Link is drafted, and we are in the process of it sending off to the designer.
- This week, I met with the new head of the local American Legion this week to discuss ways they can serve the community.
- On Monday, Dan and I toured prospective developers that are interested in Fruita.
- I hosted the walk downtown with the City Manager this week and enjoyed catching up with some business owners. Next Wednesday, Aug. 14 is a meet up at Copper club at 5:30pm.
- Had a few great engaged-citizen meetings this week.
- Caught up with the Grand Junction City Manager to discuss regional efforts.
- The Plan Like a Local: Fruita in Motion Steering Committee met last night and discussed parks & recreation and transportation.
- I attended and presented to the Downtown Advisory Board Wednesday evening regarding the Colorado Main Street program. The Board is interested in the City becoming an affiliate member (no commitments needed—just info sharing) and following the conclusion of the community plan will invite the coordinator for the program here to conduct a community workshop.
- On Friday, the Business Incubator Center hosted an Open Coffee Club at FWorks on starting a local business with Greg Olsen from Growl Agency. These events are held often at FWorks, and the next one is scheduled for Wednesday, September 25 at 1:00 p.m. For more information, you can visit their [website here](#). Unfortunately, we were unable to attend this event, but we look forward to the next Open Coffee Club at FWorks.
- The Fruita Chamber of Commerce has postponed the Economic Development Forum until October to correspond with our Master Plan efforts. We will keep you updated on this.
- Have a good weekend!

## **Administration/Finance**

- Much effort this week been spent working with departments to prepare the draft 2020 budget.

## **Engineering**

- Mesa County conducted an open house at the Community Center Wednesday night regarding two bridges they plan to construct next summer. The two bridges are at 18 ½ Road at Little Salt Wash and the other is on 16 Road north of town.
- The second filing of Grand Valley Estates should start with construction next week.

## **Human Resources**

- Continue to assist departments with active recruitments and preparing the personnel budget.

### **Parks and Recreation**

- The Parks Crew has been busy getting caught up on weeds. The crew brush hogged the Fruita Bike Park, Fruita Riverfront Park, the Wills property as well as the Rim Rock and 6/50 Trails.
- Recreation Staff have been interviewing for the Youth Activities Supervisor position and the Fitness/Wellness part time position. Selections should be made within the next several weeks.

### **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 will be before City Council 8/20/19. (Located at the Intersection on 19 Rd & Iron Drive)
- Garden Estates Final Plat will be before City Council 8/20/19 (located at 910 Adams Drive, south of I-70 and west of 18 Road in Fruita, Colorado.)
- KCP Minor Subdivision (536 Kokopelli Blvd)
- Brandon Residential PUD Preliminary Plan

### **Site Design Review:**

- Colorado Canyons (Family Health West) has received a Certificate of Occupancy and finished Construction.
- Einstein's Bagels/Qdoba: (401 Jurassic Ave #B) has received their planning clearance and is nearly complete with construction.
- Quench Drinks Site Design Review is complete and getting ready for construction.
- Coloramo Site Design Review (333 W Aspen)

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

- Griffin VRBO
- Richwood Avenue VRBO
- 259 N. Elm Street VRBO

### **Police Department**

- The department is in the process of collecting data and working with the Comstock Neighborhood regarding traffic assistance requests.
- Working on internal staffing adjustments to provide School Resource Officer assistance to the schools.

### **Public Works**

- Ken Haley met with the City's Historic Preservation Board to give them a requested update regarding the Old Fruita Bridge. A similar update is on the Council agenda Tuesday.
- The Collections Division is now fully staffed with the hire of Troy Melroy who was previously a seasonal employee in Public Works.

- The H2S pilot study is now complete and results are looking positive for addressing the issues.

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

- [Colorado tourism sets all-time visitor spending record in 2018.](#)
- [Economy looks good for remainder of 2019.](#)
- [Biz Buzz for Aug. 11, 2019.](#)
- [Violent crime, DUIs decrease in Mesa County.](#)
- [Dash off to strong start.](#)
- [How catering to mountain bikers is helping small towns.](#)
- [Weekend in Fruita: A Guide to Colorado's Unkown MTB Mecca.](#)
- [Bears afoot on Grand Mesa.](#)
- [Teachers, here they come!](#)
- [Northwest Notes: The grandeur of the Grand Mesa.](#)
- [Rock work costs \\$1.3M](#)
- [Fruita city councilor apparently out of race for county commissioner.](#)
- [Handicapped-Accessible Swing at Shelledy Elementary.](#)
- [HS Football: Fruita's youth movement ready to step up.](#)
- [Fruita Middle School gets a new Gaga Ball pit, thanks to an Eagle Scout.](#)
- [Bryan Johnson named president of St. Mary's.](#)
- [Summer 2018 weather compared to this summer in the Grand Valley.](#)
- [D51 buses running late during the first week back to school.](#)
- [Shelledy Elementary welcomes students back with parade.](#)
- [Biz Buzz: Aug. 15.](#)
- [West Nile spotted in the Western Slope.](#)

**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.):*

- **August 17, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **August 21, 2019** – Beer or Rootbeer with the City Manager at Copper Club Brewery at 5:30 p.m.
- **August 23, 2019** – Fourth Fridays and Food Truck Friday at Civic Center Park, 5:30 to 8:30 p.m.
- **August 24, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **August 28, 2019** – Start the Conversation Fruita on the topic of vaping, Fruita Community Center from 6:00 p.m. to 7:30 p.m.
- **August 31, 2019** – Fruita Farmers Market at Civic Center Park, 8:30 a.m. to 12:30 p.m.
- **September 5, 2019** – Coffee with the City Manager at Fruita Starbucks at 7:30 a.m.
- **September 6, 2019** – Food Truck Friday at Civic Center Park, 5:30 p.m. to 8:30 p.m.
- **September 15, 2019** – Dog Daze at the Fruita Community Center, 6:00 p.m. to 8:00 p.m.
- **September 24, 2019** – Hike Dino Hill with Mike at 4:00 p.m.
- **September 25, 2019** – How to Start a Business in Western Colorado at FWorks in the Fruita Civic Center, 1:00 p.m. to 4:00 p.m.
- **September 27-29, 2019** – Fruita Fall Festival, Downtown Fruita
- **September 28, 2019** – Bike Rodeo at the Fruita Community Center, 9:00 a.m. to 11:00 a.m.

- **October 26, 2019** – Truck and Treat at Civic Center Park, 10:00 a.m. to 12:00 p.m.
- **October 31, 2019** – Trick or Treat Street, Downtown Fruita, 3:00 p.m. to 5:00 p.m.
- **November 2, 2019** – Rim Rock Marathon, Colorado National Monument, Fruita Co at 8:00 a.m.
- **December 18, 2019** – Cookies N’ Claus at the Fruita Community Center at 6:00 p.m.
- 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

Do you have questions about anything in the Weekly Information Update? Please feel free to email us at [communications@fruita.org](mailto:communications@fruita.org).

2019  
FALL EDITION



FRUITA  
COLORADO

Fruita Youth Initiative (FYI) presents:

# START THE CONVERSATION FRUITA

## TOPIC LIST

**Vaping:** August 28, 2019

**Suicide Prevention\*** : September 25, 2019

**Anxiety:** October 23, 2019

**Prescription Medicine:** November 20, 2019

**Marijuana:** December 18, 2019

*\*Registration Required*

Parents and youth both welcome to  
learn about these important topics!

**Where:** Fruita Community Center

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

*Refreshments and snacks provided.*

*Child care provided for preschool age and older.*

**Questions?**

**Email:** [sarah.schultz@mesacounty.us](mailto:sarah.schultz@mesacounty.us)

**Registration**

<http://bit.ly/FYIstarttheconvo>

Scan me



**healthy**  
MESA COUNTY  
*Connecting Community. Inspiring Solutions.*

# Explore Fruita with the City Manager

## Upcoming Dates:

7.2.19 at 8:00 a.m.

Coffee with Mike at  
Enstroms Candies Fruita

7.31.19 at 7:00 p.m.

Paddleboard with Mike  
at Imondi Wake Zone

8.13.19 at 10:00 a.m.

Walk Downtown Fruita  
with Mike

8.21.19 at 5:30 p.m.

Beer or Rootbeer with  
Mike at Copper Club

9.5.19 at 7:30 a.m.

Coffee with Mike at  
Fruita Starbucks

9.24.19 at 4:00 p.m.

Hike Dino Hill with  
Mike



Is there anything that you would like to discuss personally with the City Manager? Join 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 more information and the most current schedule, please visit [fruita.org](http://fruita.org).



**FRUITA**  
COLORADO



**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.